

## Superior Data Protection for Microsoft Azure Delivered at a Lower TCO

Analysis conducted within this document utilized the Microsoft Azure Pricing Calculator, referenced Azure bills and conducted interviews with Azure customers. The statistics included are based on the U.S. market.

Reduce the total cost of ownership (TCO) of your business continuity and disaster recovery (BCDR) solution for Microsoft Azure virtual machines (VMs) by up to 50% by switching to **Unitrends Backup for Microsoft Azure**.

### Backup and disaster recovery can be costly with native Azure services

Your organization needs a robust solution to protect its data regardless of where it lives, including Microsoft Azure.

Historically, users have turned to native Azure services like Azure Backup and Azure Site Recovery to protect Azure-resident workloads. **However, many businesses run into three critical challenges with BCDR in Azure that increase their TCO and make budgeting and forecasting near impossible.**

01.

**INCONSISTENT AND UNPREDICTABLE COSTS**



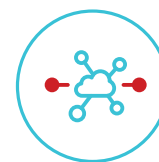
02.

**INSUFFICIENT CAPABILITIES OUT OF THE BOX**



03.

**CLOUD SKILLS GAPS**



## 01. INCONSISTENT AND UNPREDICTABLE COSTS

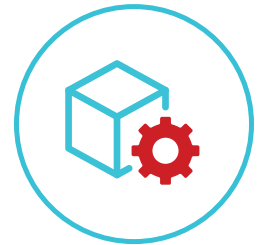


Many users assume that Azure Backup can meet their continuity needs. Only later do they realize that the service level needed to achieve higher-quality continuity often requires Azure Site Recovery, which can increase direct costs by up to 400%.

There are numerous incremental variable costs for Azure Backup and Azure Site Recovery. These often-unexpected egress, storage, hosting and other charges could apply to any restores, recoveries and tests and can increase an organization's cloud bill by 20–30%.

**Unitrends Backup for Microsoft Azure** enables multicloud continuity with easy deployment and streamlined recovery capabilities — all delivered for a flat monthly subscription fee for predictable TCO.

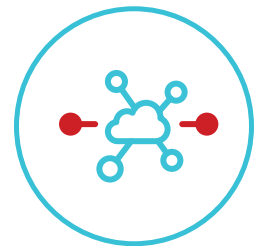
## 02. INSUFFICIENT CAPABILITIES OUT OF THE BOX



Adding to the already heavy workload of an Azure tech, native Azure backup solution does not automate the task of verifying backups, requiring manual logins and steps. All these add to the TCO of the solution.

**Unitrends automates multiple tasks**, including testing and screenshot verification, enabling you to achieve stronger RTO and RPOs with proof and confidence that backups are reliable and bootable.

## 03. CLOUD SKILLS GAPS



Utilizing Microsoft Azure to deliver Native infrastructure is an emerging practice area for many organizations. Recruiting and training certified Microsoft Azure experts is a tough challenge. Native Azure solutions do not provide in-depth technical support by default. Higher levels of support offering faster response times, high-severity escalations, architecture and operations support are available via paid add-on.

**Unitrends solves this problem** by including 24/7 technical support in the subscription, giving you peace of mind and enabling you to focus on growing and optimizing your cloud infrastructure.

## By the numbers: Unitrends Backup for Microsoft Azure vs. Azure Backup and Azure Site Recovery

Using the Azure Pricing Calculator, the estimated monthly production cost for a 512GB Azure D-series VM with 4 CPUs is \$250–\$300. Below is a table showing how the direct costs for Unitrends compare with native Azure services, as well as the TCO.\*

	Unitrends Backup for Microsoft Azure	Azure Backup	Azure Backup and Azure Site Recovery
<b>Direct Cost</b>	\$170	\$55–\$65	\$215–\$235
<b>Backup verification</b>	Daily, automatic, included in price.	Manual, weekly incremental \$15–\$25 internal ops cost per test.	Manual, weekly incremental \$15–\$25 internal ops cost per test.
<b>Failover operation</b>	Instantly failover to the Unitrends Cloud, included in price.	Incur variable fees based on VMs in use, estimated at \$5 monthly.	Incur variable fees and egress charges, estimated at \$10–\$15 monthly.
<b>24/7 technical support</b>	Included	Additional cost	Additional cost
<b>Monthly TCO</b>	<b>\$170</b>	<b>\$135–\$155</b>	<b>\$300–\$325</b>

\*Following assumptions apply:

Production VM: D-series with 4 CPUs + Premium SSD and no Azure Hybrid Benefit;

Verification: 1 backup/week, 15 min, \$60/hr. Failover operation: D4s v4, 30 days/year.

## Included with Unitrends Backup for Microsoft Azure at no extra cost

- ✓ Backup copies in Microsoft Azure and in the Unitrends Cloud
- ✓ Daily backup verification
- ✓ 24/7 Unitrends Cloud security monitoring
- ✓ 24/7 award-winning technical support
- ✓ DR failover to Unitrends Cloud
- ✓ DR testing in Unitrends Cloud

**Ready to lower your cloud TCO?**

**START SAVING WITH  
UNITRENDS BACKUP FOR MICROSOFT AZURE**



### ABOUT UNITRENDS

Unitrends makes efficient, reliable backup and recovery as effortless and hassle-free as possible. We combine deep expertise gained over thirty years of focussing on backup and recovery with next generation backup appliances and cloud purpose-built to make data protection simpler, more automated and more resilient than any other solution in the industry.

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