

BaaS + DRaaS:



ThinkOn's better together business continuity solution that is as unique as your data



When it comes to protecting your data, better together means knowledge + action.

2.5 quintillion bytes of data are created every day¹

Only 54% of companies have a disaster recovery plan in place²

Fewer than 10% of companies survive a disaster without a disaster recovery plan³

20% of IT implementers say that improving reliability of RPO/RTO will drive changing their backup solution in 2022⁴

BaaS⁵ and DRaaS⁶ markets each have an expected CAGR of more than 30% by 2026

Give your data the best of both worlds. When it comes to BaaS vs. DRaaS, the only choice you need to make is ThinkOn.

Some things are just better together. Peanut butter + jelly, Simon + Garfunkel...BaaS + DRaaS.

Leverage this power combo to create a continuity plan that fits your business.

Zeroes + ones

Data drives your business. Providing your data with both cost-effective long-term storage, and protection from threats like human error, natural disaster, ransomware, is crucial to your brand reputation, customer and talent retention, and your bottom line.

Once upon a time, you just backed everything up—no matter what kind of data you were dealing with. But today's IT gives you the power to go beyond the old one-size-fits-all solution and create a business continuity plan tailored to fit your business and your data.

How?

Know your data

Different types of data can be protected in different ways. So, understanding how your business uses data and knowing your tolerance for data loss and recovery time (RPO/RTO) helps you tier your data and optimize the economic and strategic benefits of a comprehensive recovery plan.

Understand the options

When it comes to mission critical data, compute, and networking, you need Disaster Recovery as a Service. DRaaS solutions keep data geographically isolated and constantly up to date, providing fast recovery with minimal data and infrastructure loss.

But what about the rest of your data? The power of DRaaS isn't the most efficient or cost-effective option for your long-term storage and low-risk infrastructure—that data with RPO/RTO of days or weeks instead of minutes or seconds. It's here that Backup as a Service (BaaS) shines, with lower-cost solutions that focus on secure, economical, long-term storage for non-mission critical or archival data.

Ask the experts

Individually, BaaS and DRaaS solutions focus on minimizing data loss. But when has a “one-size-fits-all” ever fit anyone that well? In a word, never. So, talk to the experts at ThinkOn about how they can help you tier your data and combine the best of our industry-leading BaaS and DRaaS solutions to optimize every aspect of your recovery. Now that’s a perfect fit.

Nickels + dimes

Unlike the hyperscalers, we won’t nickel and dime you. With ThinkOn, enjoy simple, straightforward, no-nonsense billing, and no invisible fees—ingress, egress or otherwise.

Lock + key

Data protection, privacy, and compliance are our top priorities—and we build them in right from the start, with comprehensive independent verification and regular internal audits.

Customer + support

We’re here for you every step of the way, with 24–7 support delivered by our team of data-obsessed experts. No chatbots here!

Your data + ThinkOn’s solutions = better together

From critical and high change rate workloads to protected offsite backup and remote restore, when it comes to preventing data loss and meeting compliance and regulatory requirements, ThinkOn does it all—at whatever speed you need.

- Industry leading DRaaS with Zerto and Veeam—at near-instantaneous RPO/RTO—the gold standard of disaster recovery.
- BaaS data protection with Veeam and RansomGuard.
- With ThinkOn’s global data center locations, you choose where to replicate your data.
- We’re backup software agnostic. Use Veeam? CommVault? With our solutions, you don’t have to change or pick just one.
- No-nonsense billing with no fine print, no escalating cloud allocation use charges, and no hidden fees.

At ThinkOn, our strength is data.

The ThinkOn logo features the word "ThinkOn" in a white, sans-serif font. The letter "O" is replaced by a stylized icon of a cloud with a circular arrow inside it, suggesting a cycle or recovery process.

Reach out.
We’re here to help!

sales@thinkon.com
(844) 888-4465

¹ <https://www.globenewswire.com/news-release/2022/03/22/2408012/0/en/Disaster-Recovery-as-a-service-DRaaS-Global-Market-Report-2022.html>

² <https://www.securitymagazine.com/articles/95521-only-54-of-organizations-have-a-company-wide-disaster-recovery-plan-in-place>

³ <https://www.globenewswire.com/news-release/2022/03/22/2408012/0/en/Disaster-Recovery-as-a-service-DRaaS-Global-Market-Report-2022.html>

⁴ <https://www.veeam.com/wp-data-protection-trends-report-executive-brief.html>

⁵ <https://www.globenewswire.com/news-release/2022/07/25/2485192/0/en/The-Global-Backup-as-a-service-Market-is-expected-to-grow-by-17-73-bn-during-2022-2026-accelerating-at-a-CAGR-of-33-15-during-the-forecast-period.html>

⁶ <https://www.globenewswire.com/news-release/2022/03/22/2408012/0/en/Disaster-Recovery-as-a-service-DRaaS-Global-Market-Report-2022.html>