

# ORACLE CRM ON DEMAND ENTERPRISE DISASTER RECOVERY



THE WORLD'S MOST  
COMPREHENSIVE CRM ON  
DEMAND SOLUTION

- Easy to use
- Fast to deploy
- Powerful analytics
- Built-in contact center
- Prebuilt industry solutions
- Embedded marketing, sales, and service best practices

*Oracle CRM On Demand Enterprise Disaster Recovery provides organizations with the industry's first enterprise-class disaster recovery solution. Disasters may be caused by local incidents like building fires, regional incidents like earthquakes, or even national incidents like pandemic illnesses. Companies can mitigate the risk of these events harming their business and satisfy regulatory compliance standards by utilizing Oracle CRM On Demand Enterprise Disaster Recovery and its real-time data synchronization and joint disaster recovery rehearsals.*

## **Reduce Risk**

To minimize risk, Oracle hosts its Oracle CRM On Demand service in its award-winning, Tier IV data center in Austin, Texas. Oracle's Austin Data Center features embassy-level security and hosts Oracle applications for more than 3.6 million Oracle On Demand end users, including government and banking entities. This data center employs the latest technology and techniques to protect the systems and ensure service availability.

Oracle is able to optimize every component in the Oracle CRM On Demand service since it owns all layers of the solution including the data center, the database, the application servers, and the application itself. Oracle customers do not run the risk of a third-party being unable to deliver the level of service required.

To further reduce risk, Oracle has located both the production data center and the standby data center (Colorado Springs, CO) in locations not known for natural disasters. The operations personnel managing the service for both data centers are geographically dispersed, which means a disaster is unlikely to incapacitate a substantial percentage of the workforce. This helps ensure the requisite people are prepared to meet the service level agreements and act properly to restore service in the event of a disaster.

## **Prevent Data Loss**

Oracle CRM On Demand Enterprise Disaster Recovery utilizes Oracle Data Guard to provide a real-time synchronization between the Oracle CRM On Demand production servers in Austin and a mirrored set of standby servers in Colorado Springs. This ensures the standby system is always current, minimizes the possibility of data loss, and allows Oracle to provide the industry's only guaranteed Recovery Point Objective (RPO).

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## KEY BENEFITS

- Reduce risk associated with local, regional or national disasters
- Meet regulatory and compliance requirements
- Ensure business continuity

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### Ensure Business Continuity

Business continuity planning entails working out how to ‘stay in business’ in the event of disaster – it is not just about computer systems. In addition to ensuring minimal data loss, the Oracle CRM On Demand Enterprise Disaster Recovery solution includes annual joint disaster rehearsals with the customer, thus ensuring customers have all appropriate plans in place to continue their business processes in the event of a disaster. This allows Oracle to offer the industry’s only Return To Operations (RTO) guarantee.

### Bottom Line

Oracle CRM On Demand Enterprise Disaster Recovery is a complete solution providing both the systems and business process functionality to mitigate the effects of a disaster. It provides a cost effective solution to help companies meet regulatory and compliance requirements while reducing their overall business risk.

For more information about Oracle CRM On Demand Enterprise Disaster Recovery, please visit [crmondemand.oracle.com](http://crmondemand.oracle.com) or call +1.866.906.7878 to speak to an Oracle representative.

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