Cayosoft

PEER INSIGHTS SURVEY

Is Active Directory Forest Recovery Taken Serious Enough?

172%

INCREASE
in organizations experiencing forest-wide **Active Directory outages**

Cayosoft partnered with Petri.com, the IT Knowledgebase, to survey their audience of IT professionals and learn directly about modern Microsoft Active Directory Forest Recovery. With an increase in cyberattacks and growing complexity in hybrid environments, the likelihood of a forest outage is high. The goal of the survey was to answer the following:

- *Are organizations prepared or do they carry a false sense of confidence?*
- *Do organizations understand the ripple effect and hidden impacts an outage causes?*
- *What, if anything, can be done to improve the situation?*

Learn what thousands of your peers shared with us in this recent survey!

8 KEY FINDINGS
From Your Peers

1

172% increase in organizations experiencing forest-wide Active Directory (AD) outages

In 2021, we also asked this question in a different survey. Then only 29% experienced an outage, today 79%. READ MORE

2

69% of organizations experienced an outage due to cyberattacks or faulty hardware/ environment

Cyberattacks are increasing and so is the complexity of modern IT. Both increase the chance of AD outages. READ MORE

3

72% use a third-party solution instead of relying on Microsoft guidance or consultants

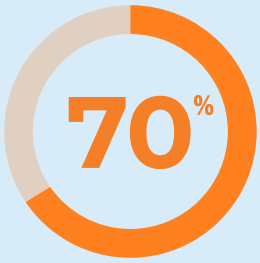
In 2021, we also asked this question in a different survey. Then only 49% used a third-party tool. READ MORE

4

94% of enterprises cannot recover their AD in minutes (84% - all survey respondents)

Weeks, days, even hours is too long. 43% of respondents will take multiple days, or more, to recover. READ MORE

8 KEY FINDINGS
From Your Peers

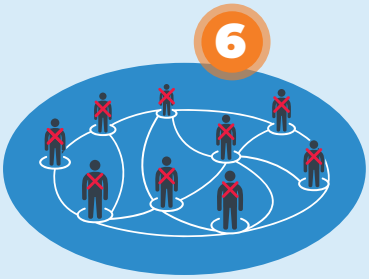


to lose at least $100k per day, in labor costs alone

Unfortunately, the full impact and losses are much greater. Numerous other factors need to be considered. READ MORE

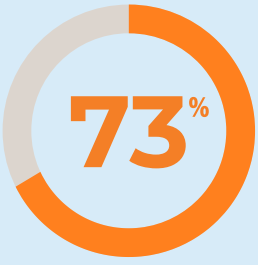
EVERY organization has core systems/ services tied to Active Directory (AD) that will go down during an outage

Numerous critical systems and applications are AD enabled. If your AD goes down, which of yours will be affected? READ MORE



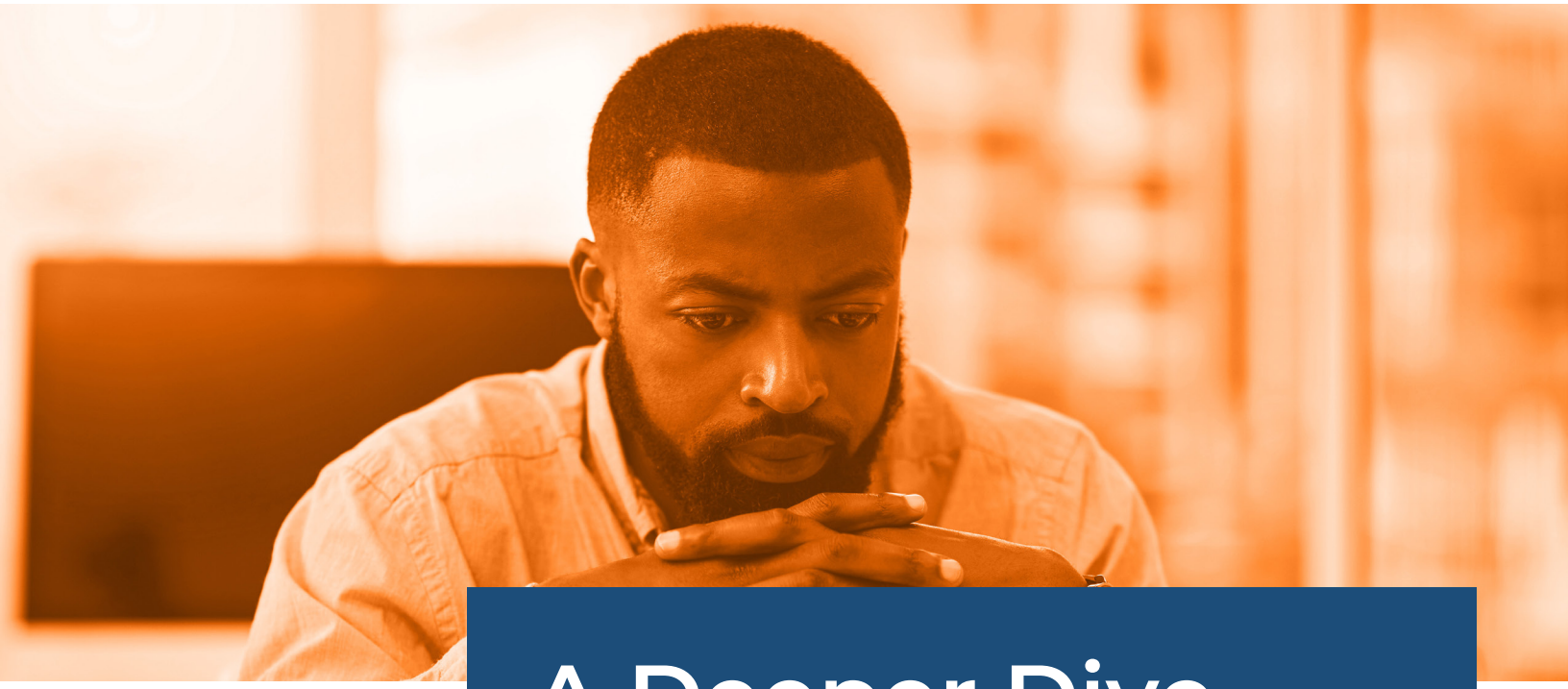
of enterprises need to rebuild servers or have clean servers on standby to perform an AD recovery (70% - medium, 65% - small)

How much time is added by rebuilding servers or purchasing new clean ones? Two, three, four hours or more? READ MORE



of organizations test their AD recovery once a month or less

Is that enough? Increased testing leads to greater assurance your recovery will work. READ MORE



A Deeper Dive

In this section, we explore the finer points of the survey. We'll talk about similarities, oddities, and differences between answers from different sized groups.

We provide these little scoreboards for nearly all the findings, so you can quickly *see how you compare to your peer group* as well as other groups. Here is an example:

HOW DO YOU COMPARE?

ALL	SMB	MID	ENTERPRISE
Yes	Yes	Yes	Yes
79%	65%	79%	90%
All Employee Sizes	Employees Below 1,000	Employees Between 1,000-9,999	Employees Above 10,000

1 A DEEPER DIVE

172% increase in organizations experiencing forest-wide Active Directory outages

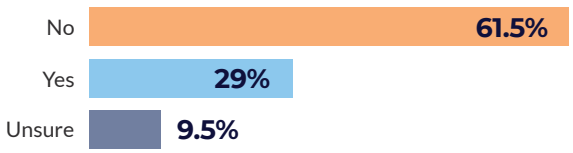
Forest-wide Active Directory (AD) outages are on the rise! **90% of enterprises report experiencing an AD outage, more than SMB's (65%) and mid-sized organizations (79%).** Enterprise outages are likely more frequent because of their complex environments and having more valuable assets to target.

Previously, only 29% of survey participants said they had experienced an AD forest-wide outage (see 2021 survey results chart below). **This new survey, 79% responded "Yes," representing a 172% increase.** Regardless of the organization size, forest outages and their required recoveries have drastically increased. If you haven't experienced an outage yet, it's coming.

HOW DO YOU COMPARE?

ALL	SMB	MID	ENTERPRISE
Yes 79%	Yes 65%	Yes 79%	Yes 90%

2021 SURVEY RESULTS



Why such a drastic increase?

69% of organizations experienced an outage due to cyberattacks or faulty hardware/environment

For enterprises, the top answer was cyberattacks (45%), but for SMB and mid-size organizations faulty hardware/environment was the top answer (SMB 55%, Mid 35%). Regardless of size, roughly 20% of Active Directory (AD) outages are caused by "human error".

97% of AD outages are caused by one of the above. To make matters worse, cyberattacks are rising and environments have become increasingly complex, leading to even more errors and outages. Also, the threat of human error can never be fully removed from AD outages.

If you have been through one, you know the chaos that ensues. Cayosoft can deliver a working AD environment within minutes of an outage. Cayosoft acts as your AD insurance policy. Learn more at cayosoft.com.

HOW DO YOU COMPARE?

ALL	SMB	MID	ENTERPRISE
Faulty Hardware 40%	Faulty Hardware 55%	Faulty Hardware 35%	Cyber Attacks 45%

Are you prepared for increased AD outages?

3 A DEEPER DIVE

72% now use a third-party solution instead of relying on Microsoft guidance or consultants

In 2021, we asked what people use for Active Directory (AD) recovery and only 49% indicated they use a third-party tool. This new survey indicates **over 70% of organizations now use third-party tools to recover their AD.**

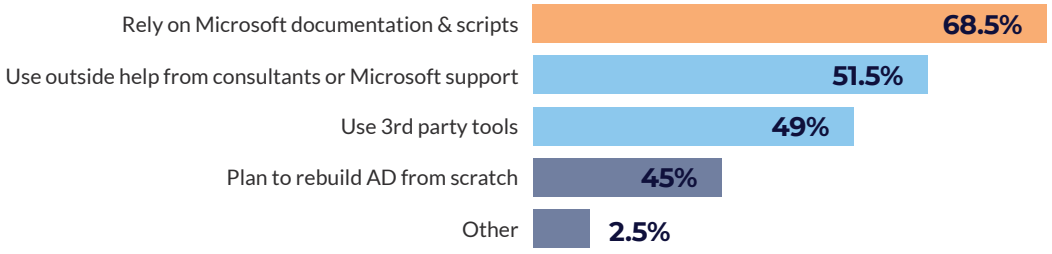
In this survey, we also asked what type of third-party tool they used. For example, general backup (e.g. Commvault, Veeam, Rubrik) or AD-specific (e.g. Quest, Semperis, Cayosoft). More organizations rely on "general backup" for AD recovery than "AD-specific" tools. Unfortunately, the likelihood of issues during recovery are high.

Every minute matters during recovery and Cayosoft offers the industry's fastest AD recovery. This patent-pending approach ensures daily backup, deployment, and testing, giving you confidence that, when needed, it will work without issue.

HOW DO YOU COMPARE?

ALL	SMB	MID	ENTERPRISE
General Backup 40%	General Backup 44%	AD Specific 43%	General Backup 42%

2021 SURVEY RESULTS



What's the typical AD recovery time frame?

94% of enterprises cannot recover their Active Directory in minutes (84% - all survey respondents)

When asked how long the Active Directory (AD) recovery process took, the top answer was "hours." However, a substantial **43% admit it took "days" or longer to recover**. Only 6% of enterprises, and 16% of everyone else, claim they can recover their AD in "minutes".

AD is always a high-value attack target because of the access it provides. AD is the first thing needed to recover after an attack. AD-enabled applications, access to email, and device logins need to be back up and running so employees can be productive. **An hour can seem like an eternity when lost employee wages reach more than $150,000 per hour** (see next page for calculation). Cayosoft offers the industry's only known solution to bring AD back in minutes!

Why does recovery speed matter?

Over 90% Savings

6 Hour Recovery

= $900k lost labor expense*

30 Minute Recovery

= $75k lost labor expense*

**See next page for lost labor calculation*

Keep in mind, this only accounts for lost labor. What additional losses occur when AD goes down? What impact does an AD outage have on your customers or suppliers?

HOW DO YOU COMPARE?

ALL	SMB	MID	ENTERPRISE
Hours 40%	Hours 41%	Hours 47%	Hours 53%

What's the financial impact of an AD outage?

5 A DEEPER DIVE

70% to lose at least $100k per day, in labor costs alone

If Active Directory (AD) goes down, there is no access to vital resources like email, computer, or directory-enabled applications. Since most employees cannot work, organizations pay for labor but get little to no return.

The most popular answer across all segments was $100,000-$500,000 in lost labor expense because of an AD outage. **However, there are additional impacts and losses to formulate the total cost of an outage.**

Calculating Lost Labor:

The Inputs:

Number of Employees
×
Average Salary
÷
Number of Working Days

= Answer

Example:

5,000
×
$75,000/year
÷
250

= $1.5M/day
= $150k/hour
= $2,500/minute

HOW DO YOU COMPARE?

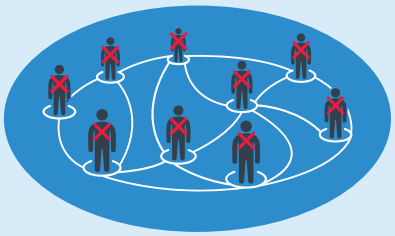
ALL	SMB	MID	ENTERPRISE
$100-500K 41%	<$100K 47%	$100-500K 56%	$100-500K 48%

What are other negative impacts?

EVERY organization has core systems/ services tied to Active Directory, that will go down during an outage

18% of enterprises state that "all or most" of their core systems are reliant on Active Directory (AD). While a seemingly small percentage, the impact of just one of these systems being down can be devastating to normal business operations. According to the survey, the **most popular AD-enabled systems are: accounting, marketing, and development**.

What impact would these systems going down have on your organization ?

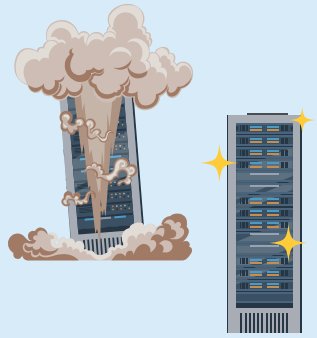


As discussed previously, when AD goes down employees can't work. On top of that, customers, suppliers, partners, and systems have longer-term affects. When considering the impacts an AD forest outage would have on your organization, there are numerous additional factors to include. Ask yourself, what unnecessary losses are we incurring if customers lose purchasing options, like online ordering or point of sale (POS) systems? For suppliers, what happens if they lose collaboration abilities, like communicating or inventory visibility?

What factors delay AD recovery?

7 A DEEPER DIVE

90% of enterprises need to rebuild servers or have clean servers on standby to perform an Active Directory recovery (70% - medium, 65% - small)



Regardless if you're using a third-party tool or recovering AD manually, you need to rebuild servers or have clean servers available before even starting the process. **How much additional time does this add to your recovery?**

It could take 30 minutes just to find a clean backup. Then, several more hours to complete the required steps. Microsoft has over 200 pages documenting the process, some include: acquire a server and deploy the operating system (OS), configure the network, rename servers, update drivers and the OS. After that, it will take a couple more hours to apply Window Server and cleanup metadata, DNS, and go through a full AD replication cycle.

The above outlined process is common and can take six hours or more. This is an estimate for the best-case scenerio. **Failure is likely and will delay recovery further.** Additionally, when recovery isn't tested often, it's subject to failure.

Minutes Matter!

Every minute AD is down, it's causing a very negative impact. The more time, the greater the impact. Cayosoft is the only solution in market that can recover your entire AD forest in minutes!

HOW DO YOU COMPARE?

ALL	SMB	MID	ENTERPRISE
Yes 77%	Yes 65%	Yes 70%	Yes 90%

Is your AD recovery tested enough?

73% of organizations test Active Directory recovery once a month or less

How many changes are made in Active Directory (AD) in a month? Will those changes cause recovery to fail? The problem is, you don't know.

When testing recovery, are you just ensuring the process works or do you go through all the steps and fully restore AD? It's difficult to account for all the scenarios and pitfalls you could incur without actually doing it. For example, testing the email server: you've confirmed that emails are sending, but there may be a specific email with multiple attachments during peak hours, and it fails.

To ensure AD recovery will work , it needs to be tested frequently and fully. When you go to bed, you need to be confident that, if you get a frantic call in the middle of the night that AD is down, you can push a button and it will be back in minutes. Cayosoft's patent-pending approach to AD forest recovery backs up, deploys to a standby environment, and tests to ensure it works, every single day!

HOW DO YOU COMPARE?

ALL	SMB	MID	ENTERPRISE
Monthly 43%	Monthly 39%	Monthly 38%	Monthly 53%

Summary

What did we learn?

- Active Directory (AD) outages are increasing and therefore it's more likely you and your organization will experience one.
- Cyberattacks are thought to be the top cause of outages, followed by faulty hardware and human error.
- Although third-party solutions are more popular than in previous years, it can still take days, or more, to fully recover an AD forest.
- Lost labor expense can be substantial. While it's simple to calculate the cost of lost wages, additional impacts, like to customers and suppliers, are a bit harder to quantify. These undoubtably pose greater risks.
- All organizations have systems that are AD-enabled. These critical systems also go down during an AD outage and have far-reaching impacts.
- Most organizations are required to rebuild servers or have a clean server available to recover to, which lengthens the recovery process by hours.
- Most organizations don't test their AD forest recovery enough and therefore gain a false sense of security assuming it will work when needed.

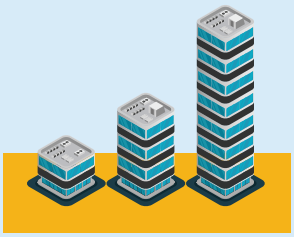
Cayosoft Offers a Modern Approach to AD Forest Recovery

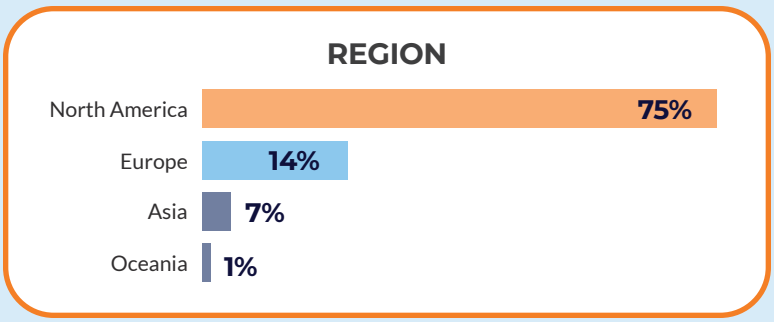
Cayosoft brings to market the fastest AD forest recovery solution on market. This patent-pending technology takes a more modern approach. Unlike other third-party tools, every day Cayosoft backs up, deploys to a redundant cloud environment, and tests AD viability, to ensure it works when needed the most. With Cayosoft, your AD forest is recovered in minutes. Other third-party tools take several hours to recover your AD, at best. When AD is down, every minute matters! Learn more at cayosoft.com.

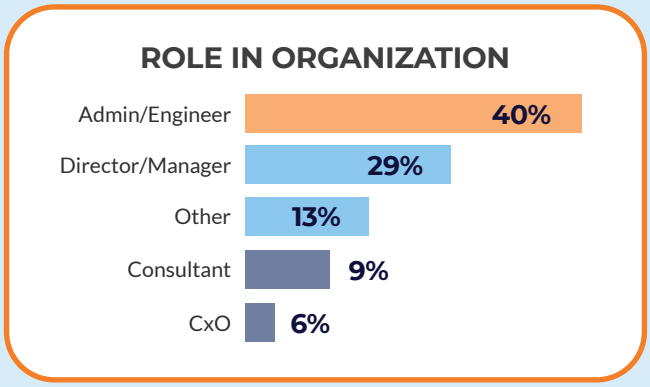
APPENDIX
METHODOLOGY

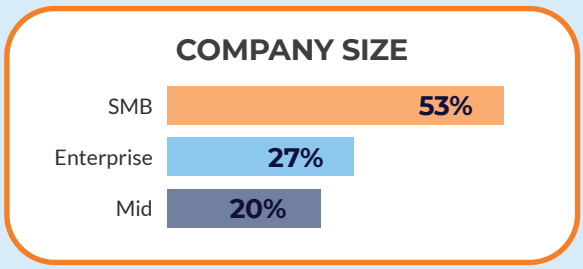
Cayosoft commissioned Petri.com to help learn from their community of Microsoft Active Directory (AD) experts about AD forest recovery trends. Within days, there were over 1,000 respondents.

Respondents were asked to complete 11 questions, or less, and were not told about the survey sponsorship. Below is a brief overview of the respondent data.









APPENDIX
BACKGROUND

Petri.com Research Labs has prepared the raw results of the audience survey.

Cayosoft also ran a similar survey in 2021, cited above. Visit cayosoft.com to access the 2021 survey report.

PETRI
WE GET IT

Petri.com is BWW Media Group's flagship IT knowledgebase and it serves IT Professionals by providing original content that helps them solve problems, do their jobs more effectively, and advance their careers. At Petri.com, we strive to stay connected to our IT Pro audience with regular surveys through Petri.com Research Labs.

Cayosoft

Cayosoft delivers the only unified solution enabling organizations to securely manage, continuously monitor for threats or suspect changes, and instantly recover their Microsoft platforms, including on-premises Active Directory, hybrid AD, Azure AD, Office 365, and more. Unlike legacy solutions, Cayosoft builds with hybrid, cloud, and mobile users in mind, fully supporting an organization throughout its IT cloud journey. To learn more, visit cayosoft.com.