

ARE YOU READY FOR THE NEXT DISASTER?

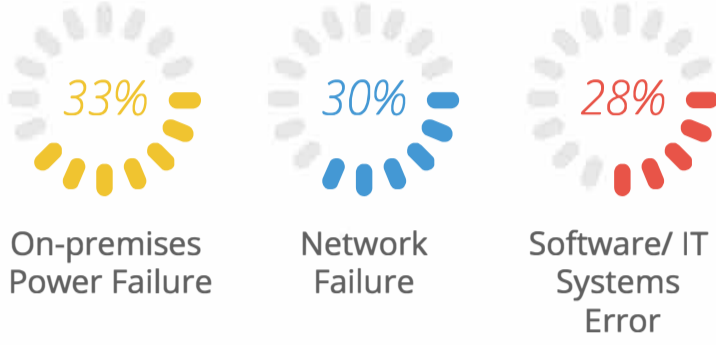


Many businesses think they're prepared. The numbers tell a different story.

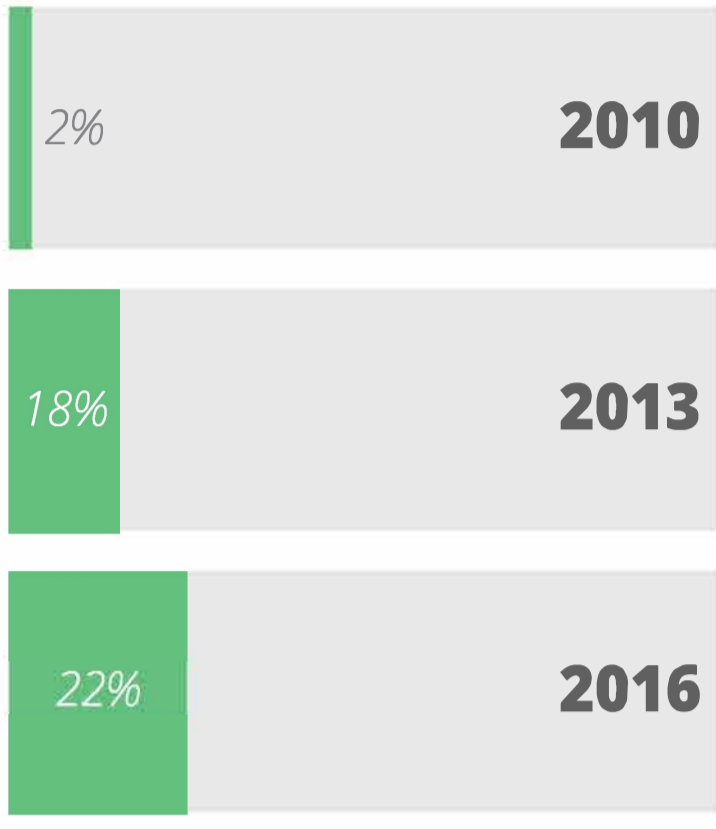


Almost a third of all businesses surveyed experienced downtime or a severe degradation in service over the past year.

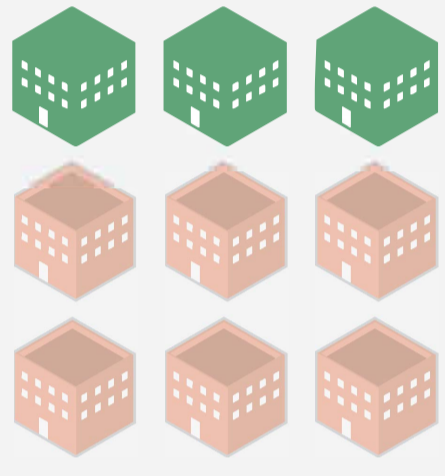
The most common causes cited include:



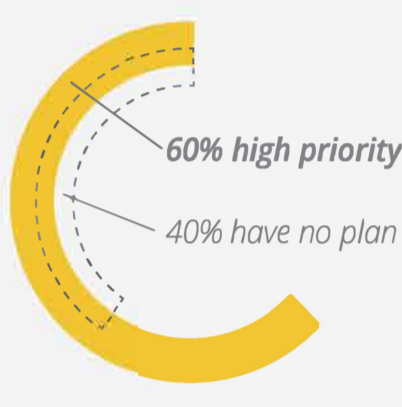
The percentage of data center outages caused by **cybercrime** is also increasing:



It's Not Looking Good for Most Businesses



Only 37% of companies met their **availability goals** consistently in 2017.



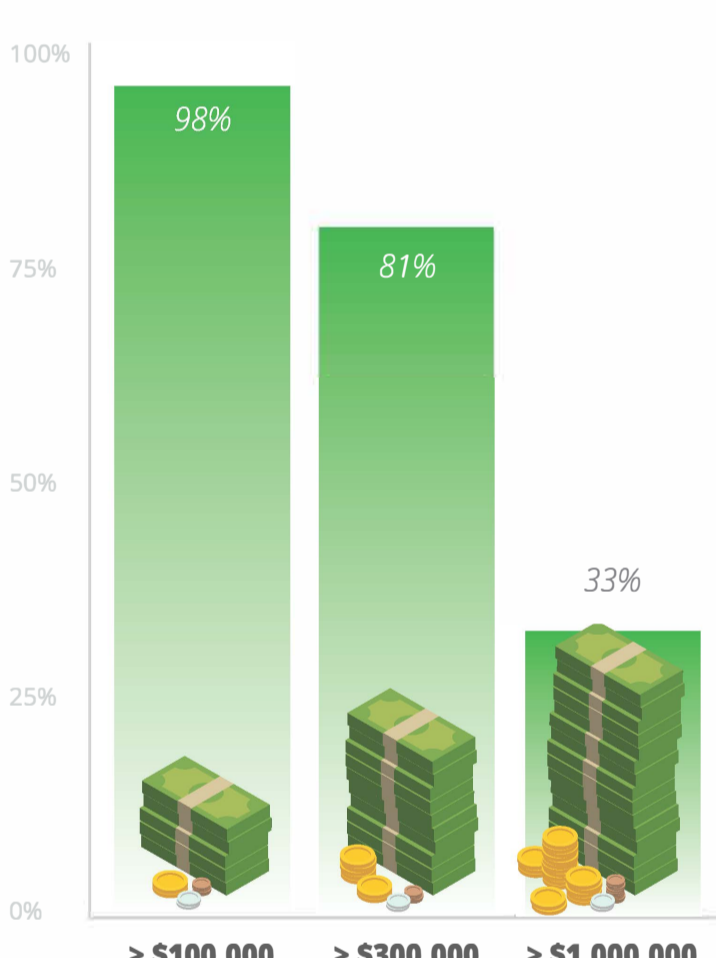
63% of businesses rated **disaster recovery as a high or critical priority**, but 40% don't have a documented plan.



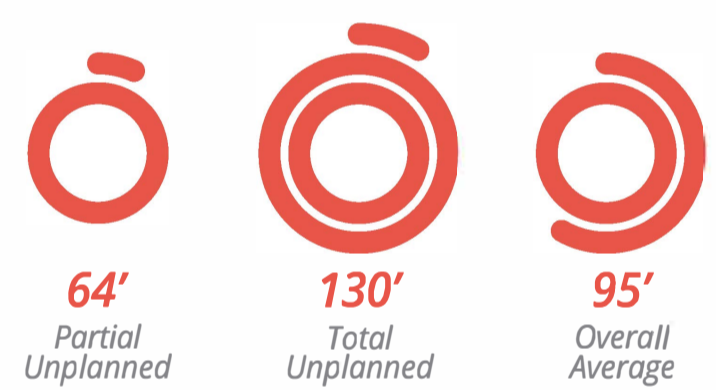
Nearly 3 out of 4 (73%) organizations **received a failing grade** in a Disaster Recovery Preparedness Benchmark Survey.

Can You Afford to be Unprepared?

Average **cost per hour** for businesses with over 1000 employees.



Average **outage length**



The **true cost of downtime** really adds up.



Disaster Recovery Terms You Need to Know

RTO (Recovery Time Objective)
The amount of time that is acceptable between a disruptive event such as a power outage and a return to operational status.

RPO (Recovery Point Objective)
The amount of data loss that is acceptable following a disruptive event, usually expressed as a period of time, e.g., three hours' worth of data.

You Need a Plan

Here are **7 must-haves** that you should include in your Disaster Recovery Plan.

- #1 Defined RTOs and RPOs for Each Workload**
Setting your RTO and RPO targets properly can help you balance your budget with your objectives.
- #2 Clearly Defined Responsibilities**
Know your roles and reduce mistakes.
- #3 Testing**
Recovery plans for your mission-critical systems and workloads should be tested regularly to ensure they will be there when you need them.
- #4 Workgroup Recovery Space**
Workgroup recovery services can provide your team with a safe, comfortable environment and the connectivity and systems they need to keep working.
- #5 Plans for Multiple Contingencies**
Hurricanes? Hackers? Commando squirrels attacking your cables? Have a plan for all types of events.
- #6 A Communications Plan**
Know what to say and who to say it to (partners, customers, employees).
- #7 A Regular Review Cadence**
Your business is changing all of the time & your disaster recovery plan needs to keep up. Review it at least once a year.

Contact us today!



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i. Uptime Institute Global Data Center Survey, 2018.
ii. Who's Behind Most Data Center Outages?, GDN.com, February 2016.
iii. 2017 Disaster Recovery Survey, CloudEndure.
iv. State of Disaster Recovery 2016, Zetta.
v. Disaster Recovery Preparedness Benchmark Survey, 2014.
vi. ITIC, Hourly Downtime Tops \$300K for 81% of Firms; 33% of Enterprises Say Downtime Costs >\$1M, May 2017.