



FORATION

Simply keeping you connected

Backup & Disaster Recovery Webinar

Keeping your business running whatever happens

Introduction

Today's Speakers



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Today's

Webinar Agenda



- Common causes of downtime
- Associated costs
- The difference between backup and business continuity
- Practical steps to mitigate the risk to your business

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Downtime

Popular Myths

What classes as a disaster?

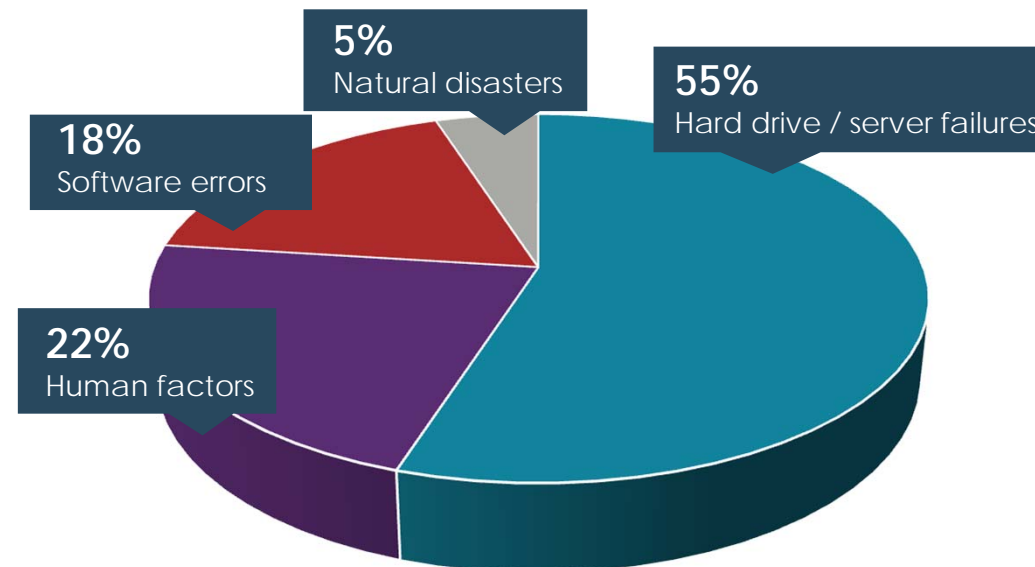


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Downtime

Common Causes

More common...



Downtime

Common Causes

Growing security threats...

In 2013, 31% of all cyber attacks were on SMEs.



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Downtime

Business Costs

Wider costs to your business...

- Reduced productivity
- Loss of business
- Data loss and resulting fines
- Reputational damage

Downtime costs UK businesses **£2bn** per year in lost revenue

UK businesses experience **27 hours** of downtime a year on average

Average cost of downtime for a 50 person business is **£18,000 per year**

Downtime

Business continuity



So what can you
do about this?

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Backup

Key Considerations



...But I've got backup?

- New hardware shipping
- Imaging new hardware with operating system
- Configuring operating system to be used
- Transferring data from backup
- Testing

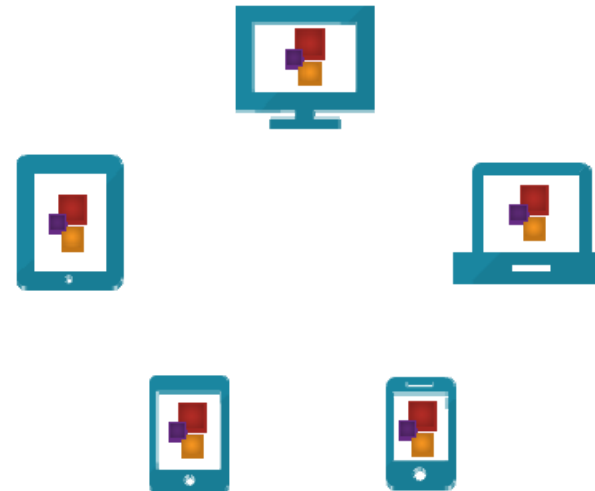
How long can I be down for?

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In practice

Recovery Time Objective

- How long will it take your business to recover from your backup data?
- How long can your business be down for without causing a major loss of profitability?
 - Seconds?
 - Minutes?
 - Hours?
 - Days?



Backup vs.

Business Continuity

Traditional Backup		Intelligent Business Continuity
Full recovery can take days or weeks	Recovery Time	Downtime reduced to hours, minutes or even seconds
High risk of backup failure due to frequent manual intervention	Human Error	Fully automated process with little manual management
Difficult to test success of backups	Verification	Automated screenshots to verify success
Data and backups at risk when stored in one location, either locally or in the cloud	Storage	Hybrid solution stores backups locally and in the cloud, increasing redundancy
Tape failure rates exceed 50% for data recovery	Reliability	Minimal risk of corrupted backups or data loss
Slow speeds mean fewer backups per day with less recovery points	Backup Speed	Faster backup points with more immediate points to recover from
Potential theft when stored locally	Security	Secure off-site storage

Checklist

Intelligent Business Continuity



- Onsite backup and restore for rapid access to your information
- Cloud backup and restore to ensure maximum protection
- Instant-on virtualisation for failed infrastructure both onsite and in the Cloud
- Automated verification and testing of backups to ensure success
- File, email and document level recovery

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- **Is Datto SRA Compliant?**

- Datto can help with your compliance as all data is stored within the UK and to help maintain client confidentiality all data can be encrypted prior to transmission to Datto's Cloud. Providing you do not disclose your encryption key/password/passphrase to a 3rd party your information is secure.

- **My current backup has lots of problems with chain corruption**

- Datto uses a unique backup process called 'Inverse Chain Technology' which avoids corruption entirely, see [here](#).

- **Is Datto Expensive?**

- Pricing starts from £90 PCM to protect 2 servers and up to 150GB of data.