MISSION CRITICAL COMMUNICATIONS IS DISASTER RECOVERY
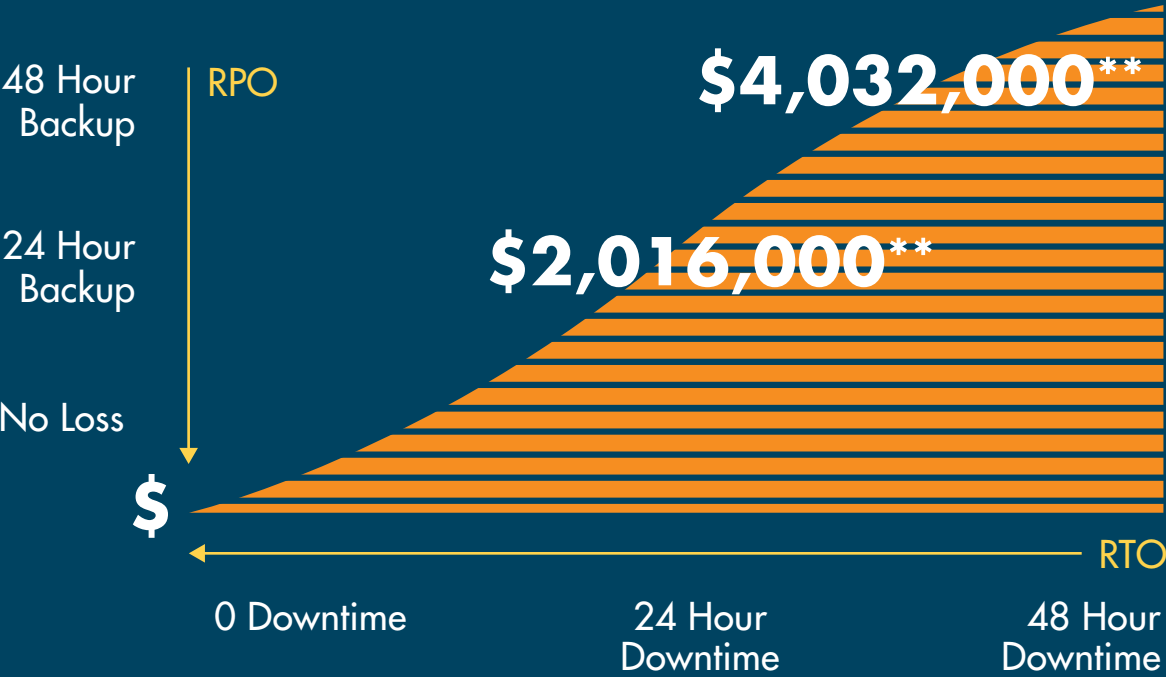
SHRINKING RPO AND RTO

Recovery Time Objective (RTO) for an application is the goal for how quickly you need to have the application's information back available after a disaster has occurred.

Recovery Point Objective (RPO) for an application describes the point in time to which data must be restored to successfully resume processing.

← RPO → ← RTO →

| LAST BACKUP | EVENT | DATA RESTORED | TIME |

Business Cost After Disaster

48 Hour Backup

RPO

$4,032,000**

24 Hour Backup

$2,016,000**

No Loss

$

| | RTO |
| 0 Downtime | 24 Hour Downtime | 48 Hour Downtime |

AS TIME GOES ON, COSTS GO UP

How Long Does It Take to Recover Your Data?

90% of recoveries occur within 24 hours

- 95% occur within one week
- 99% occur within one month

SOURCE: Horizon Information Strategies

The Business Impact After Disaster Strikes:

65%
of small and medium-sized businesses are not prepared for an IT Disaster

93%
of the companies that lost their data center for 10 days or more due to a disaster, filed bankruptcy within one year. *

80%+
of outages last longer than a day, on average taking 30 hours to fully recover***

Estimated cost for every hour of downtime is $84,000**

SOURCE: National Archives & Records Administration in Washington   **IDC   ***BackBox and Quorum

> For companies that rely on global communication, redundant networks are a must. Natural disasters can wipe out or severely degrade an entire geographical region — Internet access, electricity, or a whole data center. If you're reliant on a single network, you're setting yourself up for failure.
> - Christopher Coleman, IT Consultant, Cloud Solutions Architect at 1st Cloud Consulting

Is your business prepared for the next disaster?
Take our self-assessment test below!

YES   NO

Does your business back-up data at least once every two weeks?

Does your company currently do incremental backups on blocks of data that have changed since the last back-up?

Does your business currently replicate data on a secondary offsite server?

Does your business currently have a back-up network for your primary and secondary servers?

Does your voice network have a backup network?

If you answered 'No' to any of the above questions, your disaster recovery response is at risk.

LEARN MORE

IntelePeer
The Cloud Communications Company

Contact IntelePeer today to see how we can help shrink your RPO and RTO to ensure business continuity during a disaster.