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A WHITE PAPER ON DISASTER RECOVERY AND BUSINESS CONTINUITY

As small and medium sized businesses store more data on servers and become more reliant on services like email, business owners need to consider how they respond to everyday disruptions, such as hardware failures, malware attacks and IT network outages, as well as site-wide disasters such as fires and floods.

These disruptions and disasters occur more often than many businesses might think; as an example, many companies may not consider power outages to be a serious concern however a recent survey by power management firm Eaton Electrical revealed that 37% of businesses "have suffered unplanned downtime due to power-related issues in the last 24 months," with 32% of outages lasting longer than four hours.
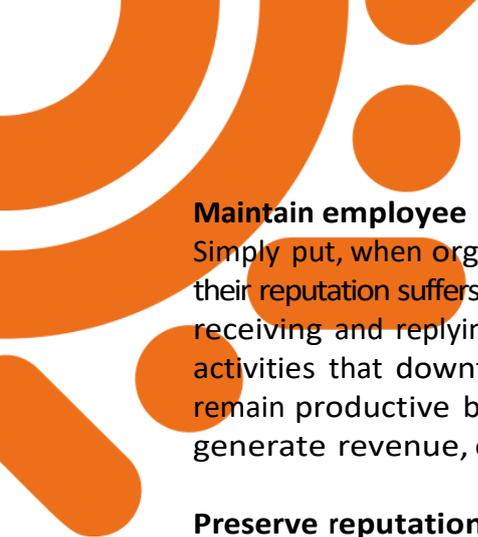
For companies without a tried and tested Disaster Recovery and Business Continuity plan, the recent high-profile Ransomware attacks have shown the devastation that can be inflicted to a company's data, and assuming the data can be recovered at all, the recovery times associated with these.

The downtime caused by these forms of disasters can be financially devastating for organisations; a May 2013 study by the Aberdeen Group reported that the average cost to a business per hour of downtime is a whopping £11,500!

Businesses that have a Backup and Disaster Recovery solution in place are able to respond to disruptions within minutes or hours of an outage or disaster taking place. These businesses have a number of quick recovery options available to them to guard against the risks and costs associated with periods of downtime. However, beyond giving business owners a solution to outages and disasters, backup and disaster recovery services provide many more benefits to organisations.

This paper explains how a Backup and Disaster Recovery Solution can help organisations avoid the high costs of downtime and preserve the bottom line and service to clients.

When downtime occurs the effects can be severe as companies lose access to important data, such as customer information, financial data, and emails for an extended period of time. With a Backup and Disaster Recovery Solution deployed, businesses can ensure they remain productive, maintain their clients' trust, keep their commitments to customers and partners, and stay compliant with important regulations. Here are the key benefits that businesses gain from adopting a backup and disaster recovery solution:

Maintain employee productivity and the ability to service their clients and suppliers: Simply put, when organisations cannot conduct business as usual, they lose money and their reputation suffers as a result. Taking orders, responding to client's needs, receiving and replying to important emails, and accessing important data are all activities that downtime can disrupt. Backup and disaster recovery lets businesses remain productive by ensuring they can serve their customers, provide services and generate revenue, even after a major disruption or disaster.

Preserve reputation with customers and partners: Downtime can also have a severe effect on organisations when it comes to their reputation in the eyes of customers and partners. These reputational costs vary among different organisations, but in all cases they could be significant; for example, a critical hardware failure that leads to a day of downtime at a Housing Association could lead to a loss of clients' trust. Backup and disaster recovery ensures a business' clients do not lose faith in the organisation due to their inability to operate normally.
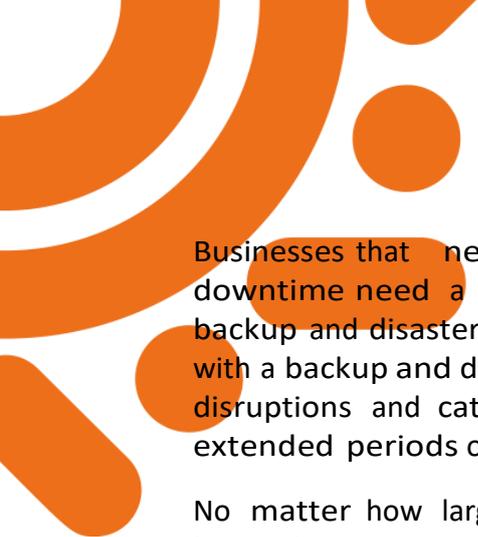
Meet obligations with clients: Downtime could lead to the inability for businesses to meet certain contractual agreements, meet audited criteria or deadlines. Backup and disaster recovery lets businesses meet critical deadlines, even if disaster strikes, so clients remain happy.

Prevent losing business to competition: Businesses that jeopardise their reputation due to downtime are likely to see customers take flight to competitors. The costs of acquiring new customers are astronomically high compared to the cost of merely retaining existing customers, so it is important that organisations do everything they can to reduce customer churn. Backup and disaster recovery ensures businesses do not lose business to a competitor due to downtime.

Ensure compliance with industry regulations: Aside from the long-term cost advantages of adopting a business continuity solution, backup and disaster recovery also helps SMBs and Not for Profit organisations such as Housing Associations remain compliant with important industry regulations and other legal requirements.

Though these laws apply to different industries, all of them require businesses to closely safeguard and retain sensitive digital information, a requirement that backup and disaster recovery is designed for. Backup and disaster recovery ensures organisations do not have to worry about compliance violations and legal issues related to data preservation, so businesses can focus on generating revenue, providing crucial services and making clients happy.

Businesses that need to recover their data quickly and reduce the high costs of downtime need a backup and disaster recovery solution, however the benefits of backup and disaster recovery extend beyond rapid data recovery. Organisations with a backup and disaster recovery solution are in the position to withstand everyday disruptions and catastrophic disasters, and eliminate the harms that result from extended periods of downtime.

No matter how large or small an organisation is, who its customers are, or which industries and sectors it participates in, backup and disaster recovery is an invaluable asset for any business owner.

Call us today to learn how backup and disaster recovery can help your business meet its regulatory obligations and succeed.