

10 Reasons Why Your Business Needs a Disaster Recovery Plan



10. Because you can't afford downtime.

20% of businesses experience a failure (fire, flood, power outage, natural disaster, etc.) in any given year, and 80% of those businesses will go under in just over a year¹. With IT downtime costs estimated at \$26.5 Billion in lost revenue, your company can't afford not to have a disaster recovery plan in place².



9. Because your customers and prospects expect it.

In an always on business world, your customers expect to have access 24/7. Downtime means a lack of availability to your customers and a loss of business in the immediate and possibly long term.



8. Because you spent a lot of time building your brand, you need to protect it.

Downtime and lost data can ruin reputation, brand and diminish trust that can result in lost revenue, yet only 35% of small and medium sized enterprises have a DR plan in place³. Are you rolling the dice with your brand?



7. Because Mother Nature does not play favorites.

Natural disasters have cost the global economy \$2.5 Trillion since 2000⁴. Virtually every area of the United States is subject to some sort of disaster whether it be flood, fire, hurricane or tornado. You shouldn't leave your businesses' well-being up to chance.



6. Because machines break.

You can buy the best equipment on the market but that does not safe guard you from malfunctions, lemons and breaks. 99% of IT professionals have experienced a hardware failure.



5. Because we live in an always on world that requires always on capabilities.

72% of web users report abandoning a company website for a competitor's due to frustrations with the site⁵. When a website goes down, online shoppers are not willing to wait for the unknown time at which the site will be back online. If you aren't protecting your internet and network you leave the door wide open for your competitors.



4. Because compliance and regulations require it.

65% of companies need to produce DR reports for things such as compliance⁶. Disaster Recovery helps safeguarding data required by HIPAA regulations regarding record keeping & BIA (business impact analysis).



3. Because you can't predict what data might be lost and the value it had for your company's well-being.

43% of companies were immediately put out of business by a "major loss" of computer records, and another 51% permanently closed their doors within two years — leaving a mere six percent "survival" rate⁷.



2. Because it will save you money.

Are you running duplicate sites, multiple servers, all to ensure if something happens to one you have another? Consider the cost savings by implementing virtual machines that can recover data in case of disaster. Before virtualization, disaster recovery would have cost at least three times as much because an organization needed to have multiple data centers, specialized software and large network connections⁸.



1. Because we're all human.

Humans make mistakes. 80% of unplanned outages are due to ill-planned changes made by administrators and 60% of availability and performance errors are the result of misconfiguration¹⁰.

¹ The Bureau of Labor

² CA Technology

³ Gartner

⁴ The United Nations

⁵ I&I Internet, Inc

⁶ Disaster Recovery Preparedness Benchmark Survey

⁷ Gartner

⁸ Business Computing World

⁹ IT Process Institute

¹⁰ Enterprise Management Association

We understand IT departments are stretched thin and when coming up with a backup plan the small details are often missed.

Our mission is to make disaster recovery simple by offering off-site storage, DR planning, orchestration and automated replication of critical data – This is often referred to as Disaster Recovery as a Service (DRaaS) but we simply sell it as *peace of mind*.



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