4 STEPS TO A SUCCESSFUL BACKUP & DISASTER RECOVERY PLAN

DISASTER RECOVERY DOESN'T HAVE TO BE DAUNTING

Developing a disaster recovery plan is about more than hedging against natural disasters, which account for just three percent of data restorations.

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> More ominously, cyberattacks and other security breaches can reach any business and deliver devastating consequences.

And if you think your business is too small to be targeted, think again— 43% of attacks target small and medium businesses (SMBs),[1] which rarely have the internal expertise to mount a successful defense against today's constantly evolving cyberthreats.

For many business owners, IT departments and operations managers, disaster recovery planning is a daunting concept, but it doesn't have to be.

We've simplified the planning process help you prepare for the inevitable while freeing you up to focus on other important tasks, like growing your business.

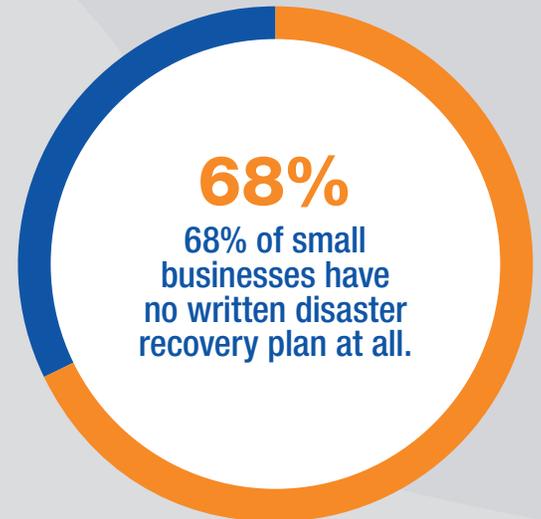> **READ ON** to Learn 4 Steps to a Successful Backup & Disaster Recovery Plan

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MAKE SURE YOU HAVE A PLAN

(AND IF YOU HAVE ONE, MAKE SURE IT'S CURRENT)

The case for backup and disaster recovery planning is straightforward: Most small businesses cannot survive even one data breach,[2] yet security experts warn us that becoming a victim of cybercrime is not a matter of "if," but "when."

It's hard to imagine a more compelling case for disaster recovery planning than this reality, yet 68% of small businesses have no written disaster recovery plan at all.[3] Among those that have them, many are dated or inadequate.

So, you'll not only be able to sleep better at night with a plan in place, you'll also be ahead of the pack – and more prepared than most of your competitors for disasters natural and manmade alike.

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PRO TIP

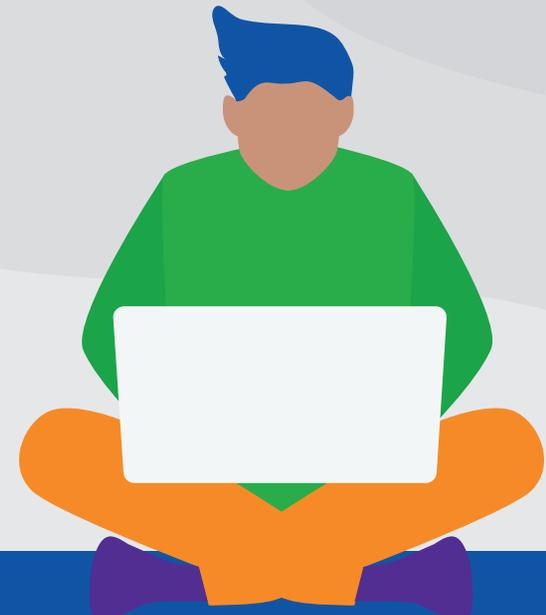**You can crystallize your company's backup and recovery needs by identifying:**

> How vital data is accessed in your company

> How much of that data you can afford to lose access to during an outage

> How long your company can afford to be down in the event of catastrophic failure

GET EXPERT HELP

Get help from experts that spend their days helping companies likes yours. Professionals like those on our team can deliver turnkey expertise to your company, including:

> Walking through your disaster recovery planning process, ensuring that your plan incorporates best practices, so it's robust, practical and tailored to your company

> Identifying and securing bids (often with access to off-book rates) from best-in-breed solutions for your company's backup and recovery plans

> Finding savings opportunities in other technology services that can help you underwrite your backup and recovery plans

> Managing service provisioning and ongoing maintenance, so you can focus on growing your business

MAKE YOUR PLAN ABOUT *RECOVERY*

Don't get caught in the data-backup-only trap! Many firms use cloud-based solutions for offsite data storage and backup but have not mapped out how they would access that data to restore – or even to maintain – operations during an extended on-site outage due to an unforeseen event. By focusing on what you need for recovery, your backup needs will become clear.

Similarly, if your firm leverages cloud communications and other IT-as-a-service solutions for as much of its operations as possible (and it should … check out Step 4), your focus may need to lean more heavily toward business continuity needs and \ solutions like SD-WAN with failover, network redundancy and diversification options. You might, for example, be best served by implementing a fixed wireless solution that augments your wireline or fiber bandwidth solution during normal operations, but can become your lifeline when those traditional connections fail.

In either case, your plan should focus first on what your company would need if its current operations or infrastructure failed – for any reason – and determine your backup needs from there.

PRO TIP

Make sure you test your business continuity solutions and data restoration systems to make sure they operate as planned.

RECOVERING...

FIGHT FIRE WITH FIRE

Today, external threats to your business are greater in both scope and scale than they have ever been. Storms are more powerful and more frequent, as are floods, mudslides and wildfires. And on the tech front, cyberthreats are evolving at hyper speed.

In order to combat these challenges, you need infrastructure and technology services that evolve as fast as these threats. This means leveraging cloud and managed IT services as much as possible, so an on-site outage doesn't take down your company's ability to operate. These services deliver protection to your company on two fronts:

> First, they are constantly updated so you're never lagging behind in security, automatic backup and restoration abilities, enhanced features and a host of other benefits.

> Second, since they're sourced from the cloud instead of computers in your offices, they can keep your company up and running when on-site infrastructure fails.

Communications, file storage, collaboration, invoicing and accounting records, CRMs, project management and other mission-critical solutions all can be sourced from cloud-based providers that can help you weather any storm that comes your way.

Be sure to check out these services when you're evaluating your backup and recovery needs. You'll find that many of your business continuity and disaster recovery challenges can be solved with some simple changes in how you source your solutions.

READY TO TAKE
THE NEXT STEP?

We can help you plan, source and manage all of your backup, recovery and continuity needs. Reach out to us today and we can help you reduce costs and improve your operations, prepare for the good, the bad and the ugly, and free you up to focus on growing your business.

CONTACT US TODAY!

Company Name

Email

Phone

SOURCES:

[1] Verizon Business' 2019 Data Breach Investigations Report

[2] Delphi Group in Inc. Magazine

[3] Nationwide Insurance Disaster Recovery Plan Study