

SMART STRATEGIES FOR BUSINESS CONTINUITY

7 Killer Questions to Ask Yourself About Overcoming Data Loss and Downtime

With so much complexity in today's computing environment, it's fair to say we've entered a new era. However, it's likely your business continuity plans were put in place during a time when the path to BCDR was much clearer and simpler. That puts you in danger. Because if you're still using an old model that assigns a flat dollar value for recovery, you may be setting yourself up for failure. These questions can help you quickly identify if your business is at risk - a vital first step for taking action.

1 Are you burdened by an outdated BCDR plan that leaves you vulnerable to ransomware attacks?

Ransomware attacks are expected to skyrocket over the next 12-14 months, causing \$11.5 billion in damage.¹

14 SECONDS
THE FREQUENCY OF RANSOMWARE ATTACKS BY THE END OF 2019.²

PRO TIP: Point-in-time recovery - or data rewind - can circumvent this threat altogether!

2 In the event of a cyber attack, will you be at the mercy of colleagues who play the "blame game"?

All too often, cyber attacks harm more than IT systems. Colleagues may scapegoat you. Angry customers may demand to know "who's responsible." And, like many battle-scarred IT professionals, you may even question your own performance.



PRO TIP: Defend your applications and systems with solutions proven in decades - not days. As the world's most experienced BCDR provider, we've never met a data protection challenge too tough to solve.

3 Will human error cause a data loss fiasco that sinks your TCO?

As one of the leading causes of unplanned downtime, human error is an increasingly expensive challenge, with estimates ranging from

\$100,000 TO OVER \$300,000³ PER HOUR.

RTOs aside, if your last backup was yesterday, you've lost 12+ hours of business activity - further escalating the damage to an already serious situation.

PRO TIP: Cloud-native DRaaS enables cost-effective sub 5-min RTOs and sub 15-min RPOs to eliminate restoring "day old" data for good.

4 What's a sure-fire way to turn your SLAs to junk? (Hint: Aging technology fits the bill perfectly.)

Aging technology adds a huge element of unpredictability to your operation. When older technology acts up or doesn't function properly, your SLAs may be stretched to the breaking point, and may not be met.



PRO TIP: Safely transform your IT infrastructure with multi-cloud and cross-cloud data protection.

5 Can something as simple as a power outage push your highly complex IT environment over the edge?

Power outages are a growing threat to today's businesses, with the average length doubling over the past year. Regardless of the cause, they can do more than paralyze your organization.

81 MINUTES
AVERAGE LENGTH OF A POWER OUTAGE⁴

Often, you're left helpless in meeting government and industry compliance mandates that regulate many industries.

PRO TIP: Avoid hefty fines and potential customer backlash by keeping a backup copy of your data offsite in the cloud. DRaaS is an effective means to achieve disaster recovery without the cost of secondary sites and infrastructure!

6 How can breakage suddenly hammer your IT allocation plans to pieces?

Things break. And while you may be tempted to blame breakage on aging IT systems, the reality is that any element of your IT infrastructure is susceptible to failure, regardless of how long it's been in service.



PRO TIP: Make sure your data protection solution can protect against downtime and data loss across multi-generational IT, ranging from non-86x hardware to multi-cloud, so that regardless of what system goes down, you know you're covered.

7 Is a natural disaster the event that will blow away your DR plan?

More than half of all businesses don't have a DR plan in place - and of those that do, less than 15% have confidence in recovery⁵.

PRO TIP: Avoid the consequences of downtime disasters entirely by looking to cloud-enabled solutions that deliver cost-effective sub-min RTOs/RPOs.

50%

COMPANIES WITHOUT A DISASTER RECOVERY PLAN IN PLACE⁵

DISCOVER MORE

Get Smart Strategies for Business Continuity:
An IT Survival Guide at arcserve.com

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1, 2. <https://cybersecurityventures.com/ransomware-damage-report-2017-part-2/>
3. <https://itic-corp.com/blog/2017/05/hourly-downtime-tops-300k-for-81-of-firms-33-of-enterprises-say-downtime-costs-1m/>
4. <https://switchon.eaton.com/blackout-tracker>
5, 6. <https://www.arcserve.com/data-protection-resources/world-backup-day-survey-results/>