WHY INVEST IN BACKUP & DISASTER RECOVERY?

Armed with a robust backup & disaster recovery solution, your business will experience less downtime, recover operations faster and protect productivity if business-sensitive data gets damaged/lost following a disaster, breach or accidental deletion.

- Over 20% of SMB leaders said they do not currently have a data backup or disaster recovery solution in place.[1]
- 13% of SMB C-level executives said they do not have any data protection strategy.[2]

Alarming, isn't it?

COMMON OBJECTIONS & FACTS

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OBJECTION 1

MICROSOFT® IS BACKING UP MY MICROSOFT 365 DATA.

FACT: Microsoft 365 users have limited backup protection and the data isn't held for long. Also, service agreements do not cover many data loss scenarios.

OBJECTION 2

IT'S TOO EXPENSIVE.

FACT: Adopting cloud backup and disaster recovery (BDR) is highly cost-efficient as it provides the best infrastructure at reasonable rates and helps minimize IT spending for on-site solutions. Additionally, upgrades are part of the package. Always remember that the cost of data loss far exceeds the cost of BDR.

OBJECTION 3

CLOUD INFRASTRUCTURE ISN'T SECURE.

FACT: If you are partnering with a cloud provider that follows protocols and standards common in your industry, you can create an environment where the backup is much safer than if you managed it on-site.

THE VALUE OF DISASTER RECOVERY AS A SERVICE (DRAAS)

DRaaS is an outsourced data loss mitigation solution whereby all the disaster recovery functionality, including orchestration, gets provided as-a-service. DRaaS:

Improves Recovery Time Objective (RTO): RTO is the amount of time it takes before employees can start working after a data loss event. It is usually measured in minutes.

Lowers Recovery Point Objective (RPO): RPO is the amount of work that can be lost and will need to be redone in the event of data loss. It is usually measured in seconds.

01 Reduces costs and downtime

02 Improves efficiency

03 Saves on infrastructure investment required

04 Helps scale instantly

05 Recovers data quickly

06 Works behind the scenes during off-peak times

07 Is remotely managed (no need for site visits)

08 Facilitates universal restore for recoveries

CALCULATE THE COST OF DOWNTIME

48% of SMBs surveyed said their cost per hour for downtime was $20,001 or more.[3]

THIS IS HOW YOU CALCULATE YOUR DOWNTIME COST:

(Number of affected employees) X (Average hourly employee rate) X (% productivity impact) = Productivity impact cost per hour[4]

WITH THE RIGHT PARTNER BY YOUR SIDE, YOU CAN EASILY PROTECT YOUR VALUABLE BUSINESS DATA THROUGH EFFICIENT BACKUP AND DISASTER RECOVERY SOLUTIONS.

Sources:
1-2. Security Magazine | 3. TechRadar | 4. CIO