

The cost of downtime:

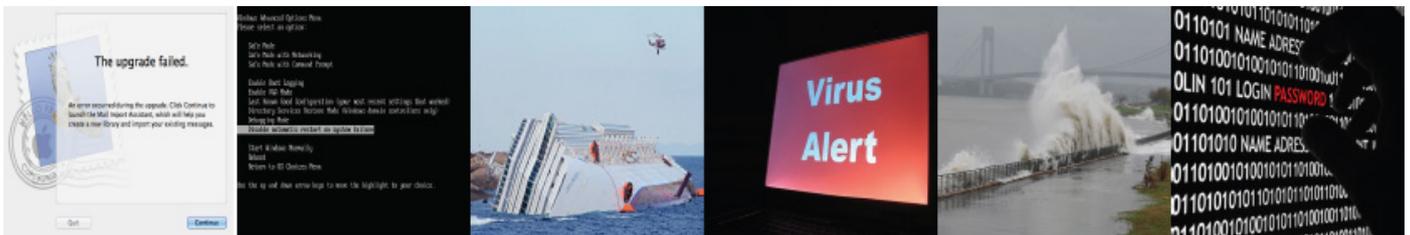
Top 5 must know facts when considering a backup, recovery & continuity investment



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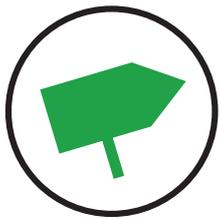
Is this publication right for me?

This publication is for small to mid-size business owners and financial/operational decision makers responsible for overall corporate welfare. If your reputation or revenue will suffer from a business failure, this is for you.



Introduction

Backup, recovery & continuity systems are critical to small to mid-sized businesses. They protect against data, application, & systems loss from six types of disasters. But business owners sometimes overlook the economics of these systems; especially new offerings.



Purpose

The following pages provide five must know facts for business owners and financial/operational decision makers looking to ensure critical business systems sustain minimal downtime.



Conclusion

Frequency, outage length, and total cost of downtime are very dependent on the type of backup & recovery systems in place.

Because of recent advancements in virtualization, cloud, & networking technologies, new appliances & hybrid cloud solutions significantly reduce the risk of extended downtime, and at a lower total cost of ownership.

1

Disasters are seldom natural

Natural disasters account for only 4% of downtime events. Among the other causes, human error is the largest (23%), followed by systems failure, security breaches, and on-site disaster (i.e. fire).

- *The Global Disaster Recovery Index: 2012*,
Acronis

ACTION – Make sure IT is protecting data against all types of disasters.

2

Recovery failures are fatal

Testing ensures high backup success of all systems; or failure.

Testing

“Only 28% of small to medium sized businesses have tested their backup.”

- *Symantec SMB Disaster Preparedness Survey, 2011*

Success

“ Only 31% backup all virtual machines”

“...only 18% have nightly backup success.”

- *UBM TechWeb, 2011*

Failure

“More than 50% of the time, a full recovery attempt from tape will result in failure.”

- *Hurwitz and Associates*

ACTION – Make sure IT can test your recovery plan to see if it works.

3

Recovery times are larger than expected

“Top executives say 10 hours to recovery; IT managers estimate up to 30 hours.”

-*Harris Interactive*

“...downtime has been slashed from one week to minutes.”

- *Blaine Fellows, VP & IT Mgr, Marquee Savings Bank*
(*Quorum customer & former Symantec Backup Exec customer*)

ACTION – Ask IT to explain procedures and associated time to recovery.

4

Cost of downtimes is large for small to mid-sized business

“The Aberdeen Group estimates the cost per hour of downtime for a small to mid-sized company to be \$74,000.”

- The Aberdeen Group, 2012

And longer backup windows result in increased loss of transactional data.

ACTION – Estimate how much an hour of downtime costs your business.

5

New technologies have disrupted the backup & recovery market place

Virtualization of servers, optimization of networks, and cloud managed storage are just a few new technologies that have transformed the backup, recovery, and continuity solution landscape.

“Most backup solutions today are based on technology that is at least 40 years old”
-Enterprise Systems Journal

ACTION – Identify if your company is leveraging new technologies to protect the business against all types of disasters.

What dependence do you have on your business applications?



Financial Services

- Advent
- Constellation
- Emerson
- Fiserv
- LoanMaster
- Sungard



Healthcare

- Cerner
- Epic
- GE
- McKesson
- Philips
- Siemens



Legal

- Aderant
- Equitrack
- Worldox



Manufacturing

- Dassault
- Epicore
- GE
- Great Plains
- Intergraph
- Rockwell



Other

- Microsoft
- Pitney Bowes
- Remedy
- Sage
- SAS
- Visma
- Autodesk
- Blackboard
- Infor
- Harris
- Intuit
- Kronos
- Lawson