

DON'T THINK YOU NEED A DISASTER PLAN?

THINK AGAIN.

The loss of critical applications, virtual machines, critical data, or an entire datacenter can result in losses ranging from a few thousand dollars to millions. Organizations of all sizes must be prepared to protect their digital assets from all disruptive events, including cyber-attacks, natural disasters, hardware failures and more.

Disaster recovery (DR) solutions allow enterprises to mitigate the effects of data loss, system failures and outages in their production IT environments, while ensuring continuous business operations and recover quickly from these events. The reality is that failures happen; anything from a disk crash on an end-user's device or a flood or an earthquake taking down an entire data center. When these failure events happen, your organization needs a recovery plan to not only restore the data but also the working environment as quickly and painlessly as possible.

FAILURE EVENTS ARE INEVITABLE

Downtime Costs Organizations Money and Can Damage Brand Reputation



73%

of organizations indicated cost of downtime is **\$10,000 per day** or higher

5 OUT OF 9

servers fail every year and the average failure takes **1-2 days to recover**



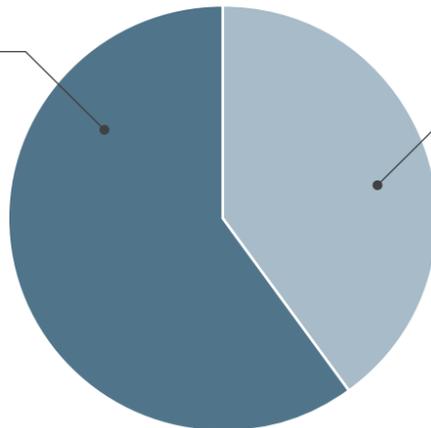
53% of organizations can tolerate **less than an hour of downtime** before they experience a significant revenue loss or other adverse business impact

MANY ORGANIZATIONS DO NOT HAVE A DR PLAN

Less than Half of Businesses Today are Prepared to Recover Their IT Assets in the Event of a Disaster

60%

of companies **do not have** a fully documented DR plan



40%

of companies believe their DR plan **would not be effective** in case of a serious disaster

REASONS WHY YOUR ORGANIZATION NEEDS A DR STRATEGY

In 2015, 52% of Business Leaders Revealed That Their Companies Planned to Allocate More Resources to Backup and Disaster Recovery Solutions in Order to Help:



Maintain employee productivity and a business's ability to generate revenue



Preserve a company's reputation with customers and partners



Prevent companies from losing business to the competition



Ensure compliance with industry regulations

Protecting your data in today's complex IT environments is challenging. Whether on-premise, virtual, cloud-hosted, SaaS environments, or a combination of each, a DR solution should save you time and money, cover the gaps in your coverage and protect all applications and data, not just some of them.

TO LEARN MORE ABOUT DISASTER RECOVERY AND KEY FEATURES TO LOOK FOR WHEN EVALUATING SOLUTIONS, [CLICK HERE.](#)