

CLOUD BACKUP & RECOVERY: YOUR LAST LINE OF DEFENSE

Give Your Network the Reliability and Security it Needs



PROTECT YOUR DATA, PRESERVE YOUR BUSINESS, CREATE A LONG-TERM PLAN

For small to medium-sized businesses, data is everything. But ask yourself this question: what would you do if you lost all your data?

Having strong cybersecurity is a must. But it's just as important to have reliable cloud backup and recovery, which can serve as your network's last line of defense.

There are plenty of risks that can lead to a disaster, including inclement weather, cyberattacks, hardware failure, and human error. If any of these unfortunate events impacted your business, would there be a plan to get you back up and running?

This eGuide will explain how beneficial cloud backup and recovery is to your business and the security of your network. Your data is too valuable to be lost – now is the time to create a long-term, scalable data protection strategy that helps you thrive no matter what you are up against.



BY THE NUMBERS



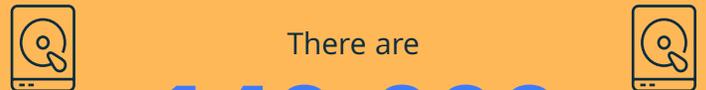
52%

of small business owners say it would take at least three months to recover from a disaster.¹



75%

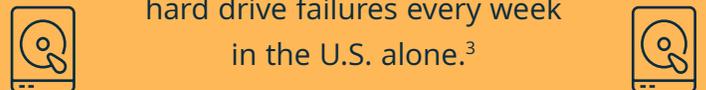
of businesses close their doors permanently after a disaster.²



There are

140,000

hard drive failures every week in the U.S. alone.³



CLOUD BACKUP AS A SERVICE

No matter your industry, every business needs a backup plan. Data backup is a major component of restoring your files and folders after you experience an attack or disaster. **By copying or archiving your data in a secure location, you're protected from several different types of threats, including:**



Human Error

People make mistakes — some of which can have a catastrophic effect on your business.



Hardware Failure

No one fully appreciates how well their technology runs until it stops working and they realize they lost everything.



Cyberattacks

Hackers use everything from ransomware to phishing schemes to infiltrate your network and steal your data.



Inclement Weather

Hurricanes, tornadoes, floods, and torrential rains can wreak havoc on your servers.

Nearly **100% of organizations** said an hour of downtime could cost up to

\$100,000

BENEFITS OF A BACKUP PLAN

The loss of your data isn't the only thing at risk. The cost of recovery also includes other elements beyond data loss, like downtime, higher insurance premiums, compliance violations, and a severely damaged reputation. No business can afford to lose all these things and their data.

When you invest in an effective backup and recovery plan, you can enjoy these benefits:

- ✓ **Prevent downtime**
The cost of downtime can be devastating to a business. Backing up your data helps keep your business running in the event of a disaster.
- ✓ **Enhance your reputation**
If you can't keep your data safe, why would a business entrust you to protect theirs?
- ✓ **Strengthen security**
Aside from your cybersecurity, a backup and recovery plan protects your data and prevents bad actors from compromising your network.
- ✓ **Gain support**
With cloud experts handling the backup, storage and recovery of your data, you and your staff can focus on running your business.
- ✓ **Grant easy access to data**
In the event of an outage, breach or natural disaster, you and your staff will be able to get the information you need to keep serving your clients.

“If someone asks me what cloud computing is, I try not to get bogged down with definitions. I tell them that, simply put, cloud computing is a better way to run your business.”

- Marc Benioff co-CEO of Salesforce

KNOW YOUR DATA BACKUP OPTIONS

There are several options to choose from when backing up your business data. Deciding the right option for your business can help you create the best data backup plan for your needs. Here are a few of the main options for backing up your data:

ON-PREMISES

Many businesses save money by storing everything they need onsite. Although they can immediately access what they need even during disruption, they don't have protection from floods, fires, or theft.

OFFSITE

Storing data offsite allows businesses to access it from any location and preserve it even when their business experiences a disaster. The only real drawback is data may be inaccessible when data centers perform scheduled maintenance.

CLOUD BACKUP

There's no hardware to maintain, and you can access your data from anywhere with an internet connection. Cloud backup is scalable, cost-effective, and a secure solution for all businesses.

No two businesses are alike, therefore needs differ from one organization to another. The right managed service provider (MSP) will take the time to get to know your business and help you choose the right cloud backup for you and your company.

DISASTER RECOVERY

Disaster recovery is about creating a specific plan to recover applications, contacts and support systems after a disaster. As a critical part of the overall approach to business continuity, a disaster recovery plan should include:



Key contact information:

If disaster were to strike suddenly, would you have the resources in place to contact each key employee and notify them of the next steps?



Emergency response steps:

Every recovery plan needs a series of steps that inform each team member of the appropriate action to take during a disaster.



Network diagram:

If you have mapped out a complete picture of your IT environment, this can help you recover from an incident much faster.



RPO & RTO:

Real Point Objective (RPO) is the total time that may pass during a disruption before exceeding the allowable threshold. The Recovery Time Objective (RTO) is the amount of time you have before reaching dire consequences.



Inventory:

Every organization should keep a documented record of its hardware and software, including the application name, function, related application, software requirements and more.



Business impact analysis (BIA):

This process forecasts the consequences of disruption to a key business function. The next step is to compile the resources necessary to develop a recovery strategy.



Regular updates:

Every plan needs to be revisited and adjusted to account for new things, including new team members, emerging risks, technology upgrades and more.

DEVELOPING A PLAN

Disaster recovery is a key part of a comprehensive business continuity plan. A business continuity plan is a comprehensive plan that focuses on your business as a whole, including the employees, processes and technology that keeps your organization running smoothly when something interrupts normal business operations. There are several key steps you'll need to take to build out your business continuity plan, including:

1 Assess:

Experts conduct a thorough assessment of your IT infrastructure. This way they know exactly how your system operates and where you are most vulnerable.



2 Strategize:

An IT expert takes what they discovered in the assessment phase and develops a strategy for your business, including the best data backup options.



3 Train:

Every member of your team has a role, and it's management's job to train them on processes, including their role during a disaster and cybersecurity best practices.



4 Evaluate:

Experts review key metrics like the RTO (recovery time objective) and RPO (recovery point objective) to determine how much downtime your business can tolerate.



5 Safeguard:

All your valuable data must be encrypted to ensure that your data is never lost during a cyberattack. Similarly, the plan must account for all compliance requirements.



6 Test:

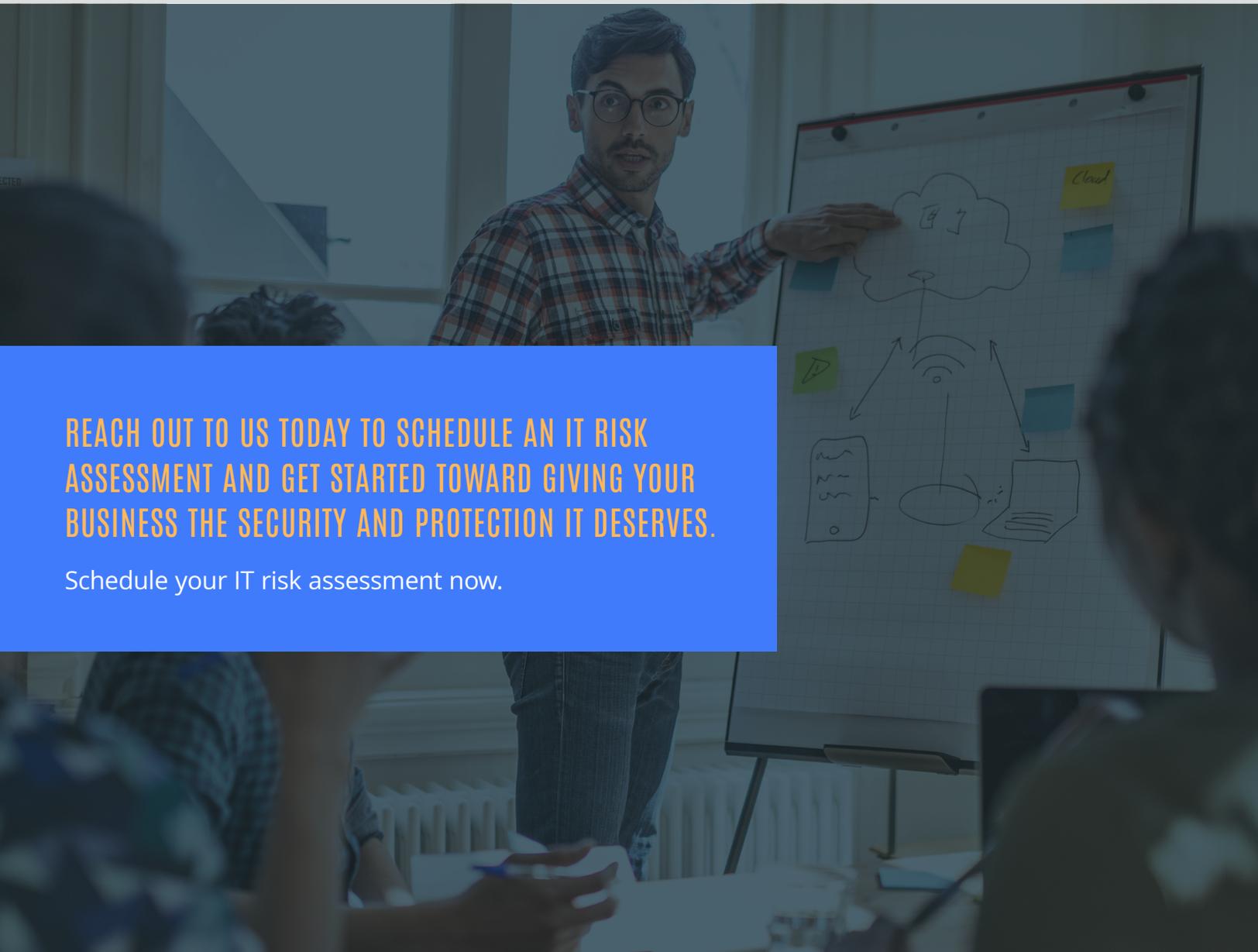
No plan is complete until you test it out and see the results. Testing allows your team to know what is expected, and simulations inform IT experts about the reliability of the existing plan.



TRUST IN OUR CLOUD EXPERTS

Businesses are becoming increasingly dependent on the digitalization of data to stay competitive and scalable. An effective business continuity plan keeps small businesses protected from downtime, reputational damage and business failure. With more and more business being conducted through cloud technology, business continuity is more important than ever. A resilient business is resistant to threats thanks to a comprehensive business continuity plan.

Choosing the right cloud solutions, disaster recovery methods and business continuity plan is a big decision that can affect your business for years to come. By partnering with us, you will get access to our team of industry experts who will take their time to get to know you, your business and your needs. Then we'll work with you to choose the right solution that aligns with your budget.

A man with glasses and a plaid shirt is pointing at a whiteboard. The whiteboard has a diagram of a cloud connected to a server rack and a laptop. There are several sticky notes on the board, one of which says "Cloud".

REACH OUT TO US TODAY TO SCHEDULE AN IT RISK ASSESSMENT AND GET STARTED TOWARD GIVING YOUR BUSINESS THE SECURITY AND PROTECTION IT DESERVES.

Schedule your IT risk assessment now.