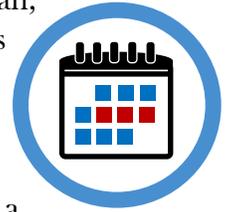
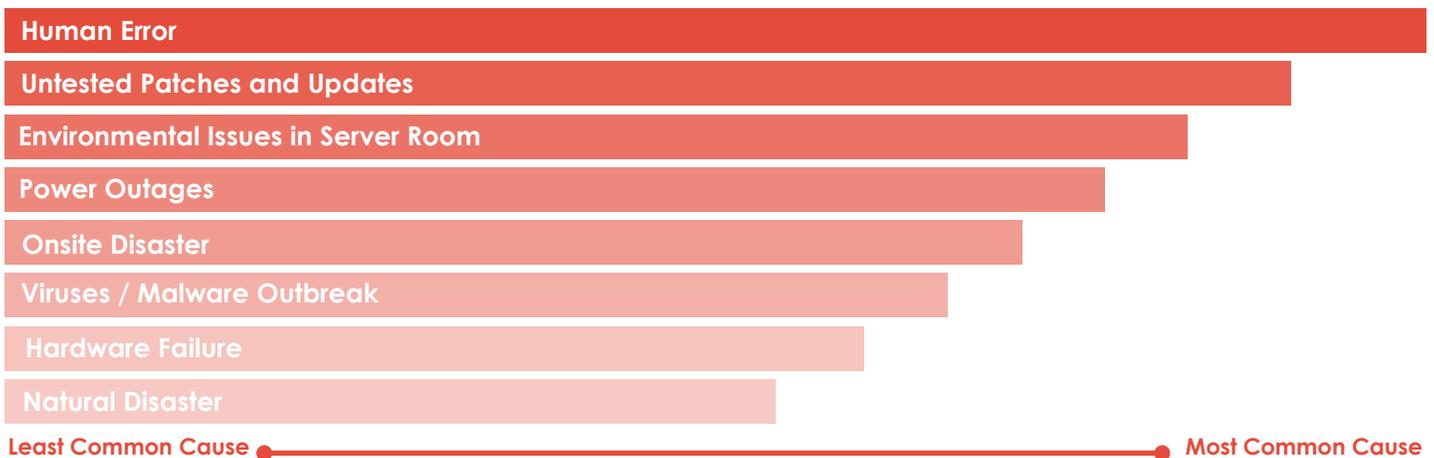


An essential part of an organization's infrastructure is having a strong business continuity plan, which is different, but related, to a company's Disaster Recovery plan. In contrast, business continuity plans are focused on creating a plan of action to prevent the negative consequences of a disaster.



An overwhelming 95% of organizations experience unexpected outages, with at least 10% of their servers having at least one outage per year. In addition, 51% of downtime damaged a company's relationship with customers due to poor customer experience. That being said, most companies know that down-time and outages are inevitable, but being prepared and having a plan on how to respond can drastically change the impact and outcome of time and costs.

COMMON CAUSES OF SYSTEM DOWNTIME



75%
of businesses without a business continuity plan fail within 3 years of a disaster.



50%
of small & medium-sized businesses back up less than 60% of their data.



WHY IS THIS IMPORTANT?

Business continuity plans should be in place to avoid the need to scramble if an emergency does occur. When companies face disaster, it's typical for owners to panic and react by making hasty and unwise decisions.

With a plan in place, a company will have clear and concise processes for how to respond, which can save a company time, money and their reputation.

Business continuity plans should outline how communication to clients and employees will be handled, who in the company will be appointed to execute the plan, and instructions for the different disaster possibilities that can occur, whether that's a cyber attack or a natural disaster.


1 IN 3
Organizations have had some kind of disaster in the last 5 years.

48%
of business owners have no business continuity plan in place.

