A Powerful Strategy for Business Continuity

Leveraging Data Backup and Recovery to Increase Productivity and Prevent Downtime

Business Continuity Starts with the Ability to Go Back

No matter the size of the business, no matter the industry, the business world moves faster than ever. Constant digital innovation is only accelerating that pace.

Yet, to keep business moving forward, ensure uninterrupted productivity and guarantee business continuity, organizations need to first focus on the ability to go back—to undo, restore and recover.

Without the ability to go back, unexpected events—from cyberattacks to hardware failure to natural disaster and even human error—can leave a business without access to the files and data it needs for day-to-day operations. Productivity suffers, opportunities fall through, revenue drops and businesses struggle to recover.

The simple solution to preventing file and data loss and protecting productivity: automatic cloud backup. But backup is a lot like insurance: You don't think much about it—until it's ALL you can think about.

The Threats to Your Business Productivity Are Real

Think of the work you do—the work your employees do. At the core of that work are the files you create, edit and share, and the data that drives your business. Productivity depends on continuous access to those assets. Today, there are more threats to your files and data than ever before:

MALWARE
43% of malware attacks target small businesses[1]

USER ERROR
1 in 3 data loss incidents result employee mistakes[3]

RANSOMWARE
2 in 5 Small businesses have been hit with ransomware [2]

HARDWARE FAILURE
140,000 hard drives fail in the U.S. every week [4]

40%

of small businesses have no data backup[11]

65%

of small businesses still rely on tape-based backup[12]

58%

of small businesses don't back up endpoints (laptops and desktops)[13]

60%

of backups ultimately **FAIL**[14]

Downtime Devastates Small Business

Whether it's a nefarious cybercriminal, an innocent employee or a so-called Act of God, when something interrupts continuous access to your critical files and data, work stops and business grinds to a halt. The overall numbers are staggering: Unplanned downtime costs the average small business as much as $8,600 an hour.[5] Downtime is only growing more expensive—already 38 percent more expensive than it was in 2010.[6]

The Full Cost of Downtime

It's easy to look at that $8,600-an-hour figure and think, "No way—not my small business." But most companies fail to see the deep impacts of downtime from a data loss incident:

▶ **Immediate productivity loss:** The simplest calculation: # employees impacted X average hourly wage X hours of downtime.

▶ **Recreating lost work:** One estimate puts the cost of recreating a single report at $2,000.[7] Recreating sales decks, presentations, videos and other media files can be much, much more expensive.

▶ **Long-term productivity reduction:** Recreating work means not producing new value. A total of 78 percent of all downtime costs relate to reduced employee productivity.[8]

▶ **Missed sales opportunities:** Without critical sales assets, sales teams can't effectively engage prospects and close new deals. One in three small businesses will lose business opportunities as a result of downtime from data loss.[9]

▶ **Reputation damage and customer loyalty loss:** One study estimated that small businesses suffer an average of $8,653 in

brand reputation damage—from lost business to the cost of marketing and PR to minimize the damage.[10]

▶ **Lost revenue:** If data loss takes down service lines, you're losing significant revenue: average hourly revenue from a service X total downtime. Don't forget to add in the loss of potential (and ongoing) revenue from customers that leave and prospects that fall through.

Most Small Businesses Aren't Prepared to Protect Productivity

To prevent and minimize downtime when the unexpected happens, emerging organizations need the peace of mind of guaranteed recovery of their most valuable files and data. That's why automated cloud backup is like insurance for your business data. Yet, many small businesses continue to use outdated, highly user-dependent, disaster-prone backup methods—or don't back up at all.

Six Keys to Ensuring Business Continuity through Business Data Protection

More small businesses are realizing that comprehensive data backup plan is the modern foundation for business continuity. They're implementing powerful, cloud-based, automatic backup solutions that deliver four critical capabilities:

1. **File sharing ≠ backup**
   File-sharing products like Box and Google Drive are great for collaboration and productivity, but using them as a "good enough" stand-in for true backup is dangerous. File-sharing products only cover some files, can't provide fast, complete recovery, and can actually spread ransomware and malware. Microsoft even tells users that OneDrive should NOT be used in place of backup.

▶ **Productivity Protection:** Backup and file-sharing are separate, complementary solutions. File-sharing helps employees work faster and smarter, while backup protects every single file and ensures they can keep moving forward—no matter what happens.

2. **Backup at the source: direct from the laptop, desktop or server**
Sixty percent of all data now lives on desktops and laptops.[15] So better backup backs up all files directly from these devices, so you're not waiting for employees to save files from their laptops to the network drive.

▶ **Productivity Protection:** When disaster strikes—even just one laptop—you know every file is backed up.

3. **Automatic backup, not user-dependent**
The leading small business backup solutions are automatic, silently backing up files continuously. With automatic backup, files aren't left uncovered if an employee forgets to manually back up. And employees don't have to stop working to save files—another big help to productivity.

▶ **Productivity Protection:** Employees work without interruption, and every file is continuously protected.

4. **Cloud backup** The power of the cloud is transforming every facet of digital technology, but especially backup. Small business adoption of cloud backup will surge from 30 percent today to nearly 80 percent by 2020—and for good reason.[16] Cloud-based backup features multiple redundancies, so you're never vulnerable to disaster or technology failure. Experts now agree the cloud offers the most advanced security tools, including end-to-end encryption as files are moved from laptops and desktops to the cloud. Because cloud backup is cost-effective, you don't have to choose which files to back up.

▶ **Productivity Protection:** The most advanced security protecting every employee, every device and every file—forever.

5. **Purpose-built for faster data recovery**
Great backup isn't worth much if you can't get files back quickly when you need them. The best small business backup solutions are designed specifically for the fastest recovery. Features like global data deduplication at the source can produce nine times faster restore. Point-in-time restore capabilities allow you to go back to moments before a problem occurred.

▶ **Productivity Protection:** Recover files faster—and get back to work sooner.

6. **Simple self-restores** Leading backup solutions now make files restores as easy as a few clicks. You don't have to wait for help from IT. Combining self-restore with cloud-based backup means you can restore files when you're at home or on the road.

▶ **Productivity Protection:** Any user can restore files any time, anywhere—with just a few clicks.

Moving Business Forward Starts with Better Backup

There's generally not a lot of business value in looking back. The modern small business needs to be forward-thinking and on its toes—agile, constantly innovating and always improving. But threats and risks hiding everywhere can bring that progress screeching to a halt—leading to devastating downtime costs that can easily put a company out of business. Small businesses need to prioritize continuous access to all their files and data, so they can keep their people working and their business churning. The key to this business continuity strategy: a better solution to small business backup. With comprehensive, automatic, cloud backup in place, small businesses can guarantee fast recovery from any data loss incident and mitigate the many costs of downtime. When you know for certain that you can bounce back—no matter what—you can focus on moving your business forward.

WHAT'S YOUR BUSINESS CONTINUITY STRATEGY?
CONTACT CODE42 TO LEARN MORE ABOUT PROTECTING PRODUCTIVITY TO KEEP YOUR BUSINESS MOVING FORWARD.

1 https://smallbiztrends.com/2016/04/cyber-attacks-target-small-business.html

2 http://www.prnewswire.com/news-releases/report-identifies-ransomwares-biggest-cost-to-be-business-downtime-300236505.html

3 https://bakerlaw.com/files/uploads/Documents/Privacy/2016-Data-Security-Incident-Response-Report.pdf

4 https://clutch.co/cloud/resources/world-backup-day-2017

5 http://v1.aberdeen.com/launch/report/research_report/9311-RR-SMB-cloud-backup.asp

6 http://datacenterfrontier.com/white-paper/cost-data-center-outages/

7 https://www.gillware.com/blog/data-recovery-case/numbers-cost-data-loss-smaller-scale/

8 https://dataresolution.net/true-cost-downtime-2016/

9 http://media.kaspersky.com/pdf/it-risks-survey-report-cost-of-security-breaches.pdf

10 http://media.kaspersky.com/pdf/it-risks-survey-report-cost-of-security-breaches.pdf

11 Diffusion Group Study, 2015

12 IDC Study, 2015

13 Ibid.

14 http://media.kaspersky.com/pdf/it-risks-survey-report-cost-of-security-breaches.pdf

15 http://media.kaspersky.com/pdf/it-risks-survey-report-cost-of-security-breaches.pdf

16 https://clutch.co/cloud/resources/world-backup-day-2017

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