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EXOCLOUD White Paper:
Beyond Business Continuity: How Backup and Disaster Recovery Benefits Your Business

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Introduction

How Backup and Disaster Recovery Works
Backup and disaster recovery solutions periodically take a carbon-copy backup of servers, store those backups on a local appliance, and send those backups off-site to the cloud. These backups can be utilized in a number of ways. If the server stops functioning (e.g. if a motherboard short- circuits), the local appliance can act as a substitute server until the server is repaired. If the server is destroyed (e.g. the building burns down), the backups that are stored off-site can be downloaded, shipped, or recovered in the cloud. In either scenario, businesses are able to get back up and running quickly and efficiently.

Common Types of Outages and Disasters
Organizations of all stripes experience a number of common outages and disasters. Here are a few examples of these disruptions:

- o Outages
  o Hardware failure
  o Software failure
  o OS corruption
  o Cyber-attacks
  o Power outages
  o Power surges

- Disasters
  o Floods
  o Fires
  o Earthquakes
  o Hurricanes
  o Tornadoes
  o Land Shifts

As small- and medium-sized businesses store more data on servers, business owners need to consider how they respond to everyday disruptions, such as hardware failures and server outages, as well as site-wide disasters such as fires, floods, earthquakes, and tornadoes.

These disruptions and disasters occur more often than many businesses might think. For example, even though many companies may not consider power outages to be serious concerns, a recent survey by power management fi m Eaton Electrical revealed that 37% of IT professionals "have suffered unplanned downtime due to power-related issues in the last 24 months," with 32% of outages lasting longer than four hours.[1] The downtime caused by these kinds of disasters can be devastating for organizations; a May 2013 study by the Aberdeen Group reported that the average cost to a business per hour of downtime is a whopping $8,580.[2]

Businesses that have a backup and disaster recovery solution in place are able to respond to disruptions within minutes or hours of an outage or disaster taking place. These businesses have a number of quick recovery options available to them to guard against the risks and costs associated with periods of downtime. However, beyond giving business owners a solution to outages and disasters, backup and disaster recovery services provide many more benefits to organizations.

This white paper explains how a backup and disaster recovery solution can help organizations avoid the high costs of downtime and preserve the bottom line.

Backup and Disaster Recovery Benefits

When downtime occurs the effects can be severe as companies lose access to important data, such as customer information, financial data, and emails, for an extended period of time. With a backup and disaster recovery solution deployed, businesses can ensure they remain productive, maintain their clients' trust, keep their commitments to customers and partners, keep up with the competition, and stay compliant with important regulations. Here are the key benefits that businesses gain from adopting a backup and disaster recovery solution:

Maintain employee productivity and the ability to generate revenue: Simply put, when organizations cannot conduct business as usual, they lose money. Taking orders, receiving and replying to important emails, and accessing important data are all activities that downtime can disrupt, leading to a fi   drain on the fi m. Backup and disaster recovery lets businesses remain productive by ensuring they can serve their customers and generate revenue, even after a major disruption or disaster.

Preserve reputation with customers and partners: Downtime can also have a severe effect on organizations when it comes to their reputation in the eyes of customers and partners. These reputational costs vary among different organizations, but in all cases they could be significant. For example, a critical hardware failure that leads to a day of downtime at a dentist's office could lead to a loss of clients' trust. Backup and disaster recovery ensures a business' clients do not lose faith in the organization due to long periods of downtime.

Meet obligations with clients: Downtime could lead to the inability for businesses to meet certain contractual agreements or deadlines. For instance, if a CPA firm experiences downtime during tax season and cannot recover this data before the tax submission deadline, the client could sue the CPA firm for failing to render services. Backup and disaster recovery lets businesses meet critical deadlines, even if disaster strikes, so clients remain happy.

Prevent losing business to competition: Businesses that jeopardize their reputation due to downtime are likely to see customers take flight to competitors. As an example, if a law office experiences downtime or loses important documents, clients may question the fi m's credibility and take their business elsewhere. The costs of acquiring new customers are astronomically high compared to the cost of merely retaining existing customers, so it is important that organizations do everything they can to reduce customer churn. Backup and disaster recovery ensures businesses do not lose business to a competitor due to downtime.

Ensure compliance with industry regulations: Aside from the long-term cost advantages of adopting a business continuity solution, backup and disaster recovery also helps SMBs remain compliant with important industry regulations and other legal requirements. Three of the most important laws governing the protection of digital data are the Health Insurance Portability and Accountability Act (HIPAA), the Sarbanes–Oxley Act (SOX), and the Gramm–Leach–Bliley Act (GLBA). Though these laws apply to different industries, all of them require businesses to closely safeguard and retain sensitive digital information, a requirement that backup and disaster recovery is designed for. Backup and disaster recovery ensures organizations do not have to worry about compliance violations and legal issues related to data preservation, so businesses can focus on generating revenue and making clients happy.

Conclusion

Businesses that need to recover their data quickly and reduce the high costs of downtime need a backup and disaster recovery solution. But the benefits of backup and disaster recovery extend beyond rapid data recovery. Organizations with a backup and disaster recovery solution are in the position to withstand everyday disruptions and catastrophic disasters and eliminate the harms that result from extended periods of downtime.

No matter how large or small an organization is, who its customers are, or which industries and sectors it participates in, backup and disaster recovery is an invaluable asset for any business owner. Call us today to learn how backup and disaster recovery can help your business succeed.

EXOCLOUD aims to be the best in the industry to provide the most up-to-date platform to SMB clients. As SMB clients grow, EXOCLOUD will be constantly evolving to adapt to the needs of the customers and strive for sustainable service excellence.

[1] How 'Software Is Redefining the Modern Data Center. White Paper. Eaton Corporation, Oct. 2014. Web. 19 June 2015.

[2] *Business Continuity and Disaster Recovery: Don't Go It Alone.* Analyst Insight. Aberdeen Group, June 2013. Web. 10 June 2015.

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