

SOLUTION BRIEF

Avoid Your LAST Data Disaster

Data downtime can cost
the average business
\$7,900 PER MINUTE

The Best Protection is Preparation

Everyone has their favorite dynamic duo - the ultimate pairing of powers that can get the job done even in the most dire of situations. Like Batman and Robin, these two-man teams are tasked with fighting crime and keeping the peace.

When it comes to data, there is no better dynamic duo than business continuity (BC) and disaster recovery (DR). Have a crisis? They are there to swoop in and save the day. Like most crime-fighting teams, BC and DR have one combined goal: to ensure that a company experiences as little downtime as humanly possible. This is an enormously important task when you consider just how much money downtime can cost an organization.

Data Downtime in Dollars

A survey conducted by the Ponemon Institute recently uncovered that data downtime can cost the average business \$7,900 per minute. This represents a 41% increase in the cost of downtime since 2010.

Unfortunately, data downtime is not a rare phenomenon. Over 90% of respondents reported experiencing an unplanned data outage over the last two years. This does not come as much of a surprise, considering the increasing value of data hosted on online systems. Modern data centers support more critical devices and information than ever before.

The best way to safeguard against this type of crippling financial loss is preparation. Disaster recovery and business continuity plans are fashioned for this reason exactly. Yet, IT Pro Portal reported that 46% of businesses do not currently have a DR plan for their organization.

Taking the First Steps

When it comes to a data disaster, every minute counts. Organizations that are ill-equipped to deal with crises will suffer considerably more in losses than those that have prepped and planned. So, how does a business get started? According to CSO, organizations should begin by conducting a business impact analysis, more commonly referred to as a BIA.

This research will allow leaders to pinpoint the potential effects of an outage, the systems that should be priorities and will largely determine the framework of their BC/DR plans. Leaders must make sure to put ample time into the sequence of priorities. What systems are critical for business continuity? What information is most crucial for day-to-day functions?

BC/DR plans MUST also work together to focus on employee communication and tasks. This will involve drafting a clear and concise protocol to ensure everyone knows their roles in the case of a data disaster.

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RECOVERY

Potential Problems and Best Practices

Despite the fact that many organizations don't have a BC/DR plan in place, business continuity and disaster recovery protocol are not a new concept. Forward-thinking businesses have enacted quick and sweeping measures to ensure protection against data crises.

Luckily, these businesses have served as pseudo-case studies for businesses looking to jump on the BC/DR train.

What were some of the most common pitfalls and how do you safeguard against them?

1 TEST IT OUT

Organizations seeking optimal return on their BC/DR plans should ensure that employees from every level of the company are involved in test-scenarios. There is no better way to unveil flaws in your intended plan than to see what happens when your team is put to the test. Many companies think a written protocol is where the preparation ends. Don't let your efforts end there, optimizing your BC/DR means role playing to perfection.

2 REVISIT THE PLAN

The state of technology and company protocols are always fluctuating. As such, leaders should make a commitment to reevaluate BC/DR plans throughout the year. It is not enough to create a BC/DR strategy this year and lock it up until it is actually needed. Habitual quality checks are a must.

3 BACKUP YOUR BACKUP

When it comes to best practices, nothing is more important than having a backup plan. For BC/DR, this involves delegating leadership responsibilities to more than one person in any given area. Disasters are never convenient and your plans should reflect that, so make sure you have various staff members prepared to take charge of emergency tasks.

Primary Takeaway

The common denominator in all of these steps is training. Training yourself and training your team is the key to success when combating data disasters and creating an effective BC/DR plan.

Learning Tree offers a variety of courses that cater to effective business continuity and disaster recovery protocol. ***Learn more about this dynamic duo today by visiting LearningTree.com***

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