



dms

DMS Assists in Your Business Disaster Recovery Planning

www.dmstechnology.com

DMS Assists in Your Business' Disaster Recovery Planning

As a business owner, it's very likely you already have a data backup plan in place. If so, how very clever of you! If not, well – read on.

In recent years, technology has come a long way. Certain infrastructures and protocols have become more difficult to replicate, requiring special backup procedures. Businesses nowadays consume enormous amounts of data on a daily basis, making frequent backups to a basic system less than ideal.

Organizations now require a certain level of disaster recovery planning to ensure they can get back to work with very little downtime when their organization encounters a data loss.

Don't Let Your Business Become an Awful Statistic

Over the past three decades, the sheer amount of businesses that have been forced to close due to a major data loss is staggeringly high. Statistically, more than 60% of all businesses experiencing a major data loss permanently close their doors within a year of the incident.

Sixty percent. That's a huge number. In contrast, over 95% of businesses experiencing a major data loss with adequate disaster

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recovery planning in-place before the incident were up and running within 48 hours. Most of the remaining 5% were back to work within the week.

This shows why disaster recovery planning is so vital to the assured continuity of your business. You've worked hard for your business, perhaps tirelessly. Why would you gamble with its future by trusting your disaster recovery planning to an inadequate service or, worse yet, not incorporate any data backup into your company's daily routines?



According to CloudBackup's Facts about Data Loss:

- 20% of small to medium businesses will suffer a major disaster, causing loss of critical data, every 5 years.
- In addition, about 70% of businesses have experienced (or will experience) data loss due to accidental deletion, disk or system failure, viruses, fire or other disaster

These days, disaster recovery planning with an all-encompassing data recovery option such as DMS is no longer a luxury – it's a necessity.

Not all Backup & Disaster Recovery Plans are Equal (or Even Adequate)

There are several backup & disaster recovery companies which have already serviced clients for years, even decades. While years of experience may sound beneficial, with BDR, it very well could be the opposite. Some of these companies have what they feel is "tried-and-true" backup setups which have worked for years, but may not mesh well with some of today's technological advancements.

If you come into work one morning to learn you have experienced a large data loss, your immediate first thought will likely be of your disaster recovery planning. You'll contact your BDR company, request

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a data restore, and breathe a deep sigh of relief when the restored files begin transferring to your office.

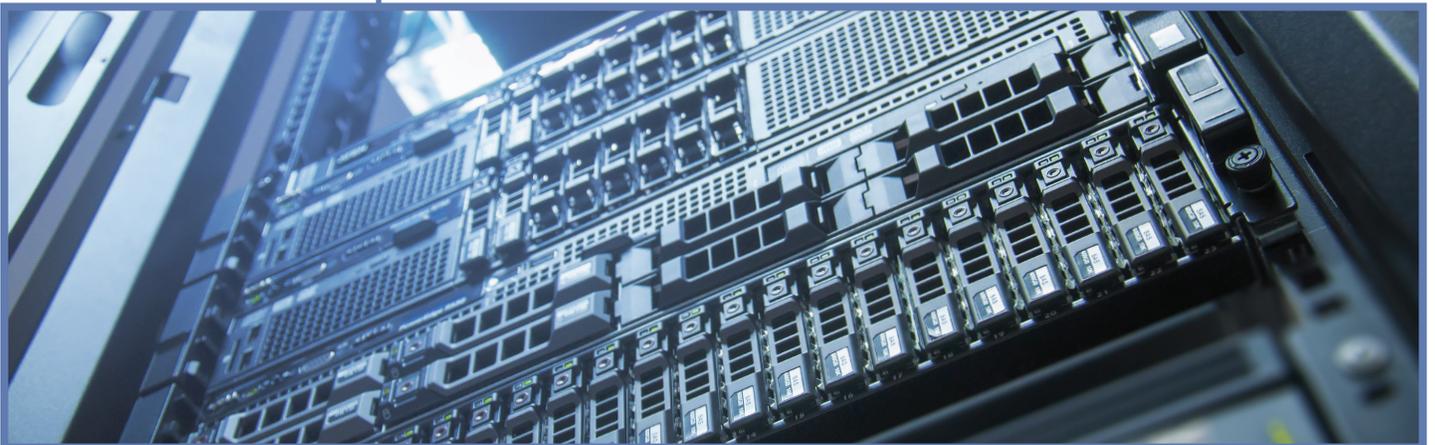
How, then, would you feel at the end of the transfer to learn only 70% of your files were restored due to “incompatibility” with the backup technology? Is that an acceptable loss to you? Or worse yet, if there were any sort of glitch in the backup procedure, you may discover the very hard way that your backups had failed, and ALL of your data is now well on its way to oblivion.

TecTrade reports that only 34% of companies say they test tape backups. Of those that did, 77% found data backup failures. Again, that’s a lot. How many backup failures can you imagine you would find in your organization?

It’s important to find a data recovery provider who constantly tests their data backup systems, such as DMS Technology.

Data Recovery Should Be Easy & Smooth

While certainty is a great thing, does it instantly assure you will recover ALL of your data when your business needs a restore? Not necessarily. The amount of data which can be restored greatly depends on the last date of backup.

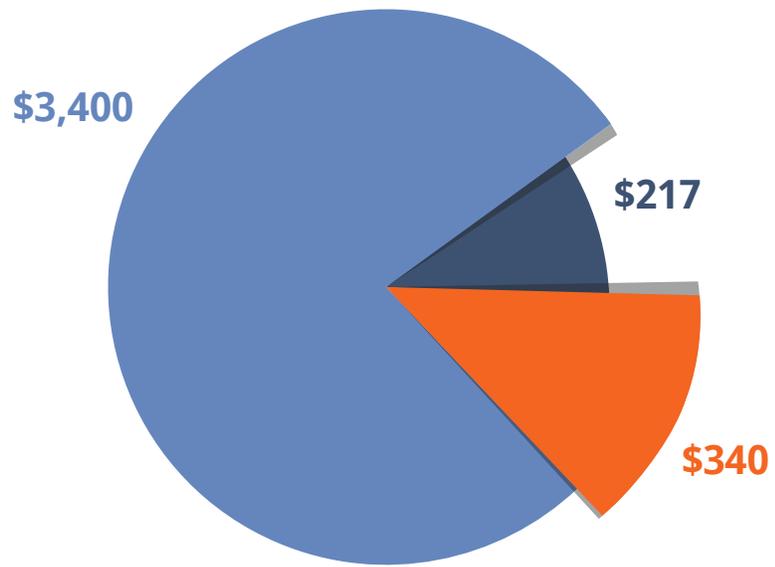




It's possible you could attempt to restore your database only to find your last successful backup was performed more than a month ago. Think of the man hours of data lost in that month – all of which must now be redone.

Data loss is an incredible killer of business productivity and profitability, as you can see:

Estimated Average Cost of Each Data Loss Episode




**Value of the
Lost Data**


**Technical
Services**


**Lost
Productivity**

Source: Author's estimates based on data from Denise Deveau, "Lost all your data? Time to Call the Experts", The Globe and Mail, February 25, 2000; Bureau of Labor Statistics, Employer Costs for Employee Compensation, March 2003; and Bureau of Labor Statistics Occupational Employment Statistics Survey, 2001

It's potentially very harmful to your organization, but also very avoidable.

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When your disaster recovery planning includes backups from DMS, your data can be backed-up not just daily, but often multiple times a day, in multiple locations. Doing so allows you to restore your data from a backup which may be as little as just a few hours old.

DMS can also provide near-instant recovery, meaning your data begins its lightning fast transfer back to your organization as soon as you need it, allowing your company to get back to work in less time than ever thought possible.

Start Actual Disaster Recovery Planning

Far too many people believe that “disaster recovery planning” simply entails finding a great BDR service, then downloading your data again if you ever lose it. That’s akin to going to a fine restaurant and ordering a steak dinner, but only getting the steak.

What if your building is destroyed? Yes, your data is lost, and yes, you can recover it – but upon what will you recover it? Do you have a formula established with employees as to specific plans they will execute in the event of a data loss, and to varying degrees?

Contingencies are important to consider, and you should work with your team to create a plan for every situation: basic data loss, total loss of equipment, total loss of facility, annex facilities, remote working, etc. As you can see, you need a solid plan.

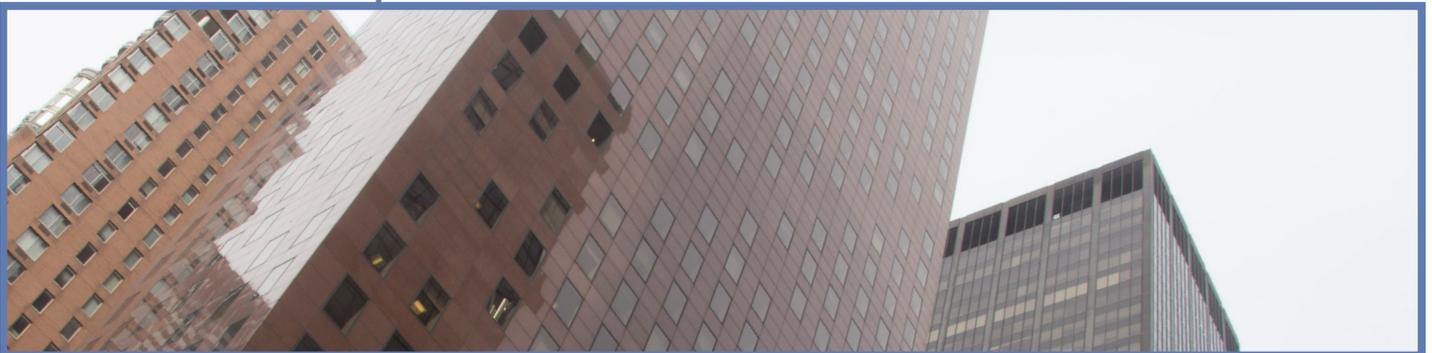


DMS Is Your Data Backup & Recovery Solution

A data loss “disaster” is not always caused by natural forces. Certainly, many businesses have come to a grinding halt due to the effects of nature, such as hurricanes, tornadoes, and floods. However, data can be lost from many other reasons, such as hard drive failure, fire, data breach, or hardware theft.

With DMS, it doesn't matter. Simply secure a new hard drive or server, and DMS will immediately begin restoring your data. Even if you lose everything else, you can always know your data is safe and accessible whenever you need it with DMS.

Let us work with you to help you begin your disaster recovery planning. We can also migrate your primary systems to the Cloud, ensure your network security, and even back-up and maintain your mobile devices.





New York Office

780 Third Ave, 15th Fl
New York, NY 10017
United States

P: 212-561-5222
www.dmstechnology.com

London Office

Berkeley Square House 2nd, Floor
Berkeley Square London W1J 6BD
United Kingdom

P: 0207-084-7155
www.dmstechnology.com