

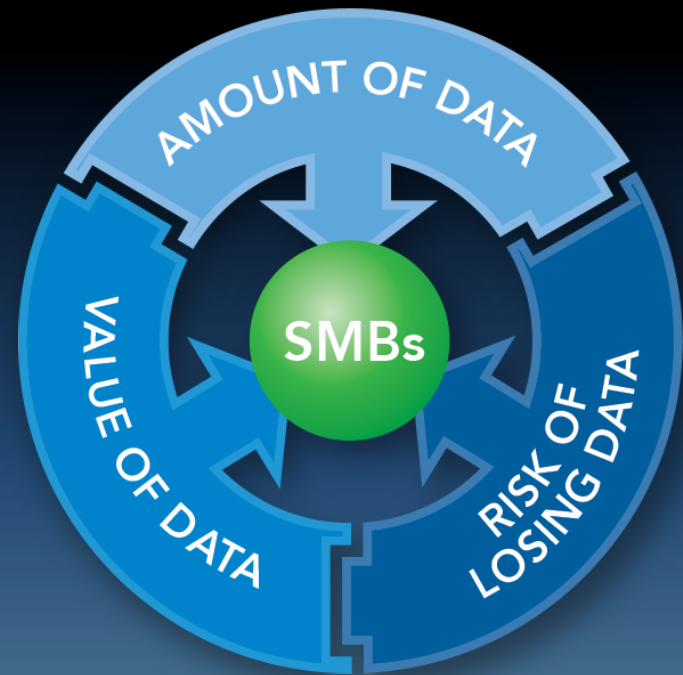
No Business is Immune from Downtime

SMBs Are at
Increased Risk



The Perfect Data Storm

- **More data being created**
 - Amount of data being stored is more than doubling every two years¹
- **Value of data is increasing**
 - Analytics and big data increase the value of business data
- **Greater risk of losing data**
 - From Sandy, to server failure, to security breach



1. IDC Digital Universe, 2011

Evaluate Your Risk

Not a question of *if*, but *when*.

- 25% of PCs will fail this year.¹
- 24% of companies said they experienced a full data disaster.²

Is it worth the risk, to be unprepared?

- 70% of small businesses that experience a major data loss go out of business within a year.³



1. Gartner Group
2. Forrester Research Study
3. PricewaterhouseCooper

Recovery Time Objective (RTO)

How long can your business be down without it affecting your bottom line?

- Seconds
- Minutes
- Hours
- Days
- Longer



SMBs are at Greater Risk

- Fewer resources to prevent data disaster
- Limited resources to combat disaster
- Can't afford to lose valuable data
- Can't afford to not produce revenue
- Loss of competitive edge
- Negative impact on reputation
- Negative impact with customers
- Potential regulation non-compliance

Downtime is a *Business* Concern

- Unplanned downtime may be an IT function, but it is a *business* concern.
- Average midsize company has 16 to 20 hours of network, system or application downtime per year.¹
- Many compliance regulations, like HIPAA, require a data backup and data recovery plan.²



1. Gartner Group
2. Department of Health & Human Services: HIPAA Security Rules – Security Standards for the Small Provider:
<http://www.hhs.gov/ocr/privacy/hipaa/administrative/securityrule/smallprovider.pdf>

Protecting Your Data *is* Protecting Your Business

- Do you have business insurance?
 - For your building?
 - For your employees?
 - Why not your business data?
- Odds are you'll use your backup and disaster recovery solution before you'll use your insurance.



Prepare Now, Save Later

- Regardless the source of unplanned downtime, it will cost your business money.
- “[Because] our manufacturing client did not have an interruption in service, the cost savings to them was easily in the tens of thousands.”



MSP *ProMission Projects* regarding a manufacturing client who experienced server failure, but had a backup and disaster recovery solution in place.

Don't Prepare, Pay Later

Cost to recreate
20 Megabytes of data¹:

- Sales data = \$17,000
- Accounting data = \$19,000
- Engineering data =
up to \$98,000
- Medical data = ?



1. National Computer Security Association

Cost of Downtime (COD):

- All internal business processes will cease; billing, HR, intranet, etc.
- Lost sales revenue; sales will have no access to customer or product data
- Lost employee productivity; no systems to keep them working
- No communication; no email
- Cost to restore IT systems
- Materials lost/disposal and cleanup costs
- Financial impact of customer dissatisfaction
- Contract penalties
- Compliance violations, if applicable
- Upstream and downstream value-chain ripple effects
- IT and employee recovery costs
- Potential litigation/loss of stock value
- Missed deadlines that result in employee overtime
- Priority shipping charges

Now for the Good News

You *can* keep your business running with:

- A BDR solution that delivers intelligent business continuity to your business.
- An IT service provider who manages the entire process.
- An ROI that will yield financial and business benefits.



Intelligent Business Continuity

- Secure backup of business-critical data
- Ability to keep the business running, even during disaster
- Complete data restoration
- Competitive advantage
- Perceived added business value
- Peace of mind, for business and clients
- Will meet many compliance requirements

Traditional Backup Can't Keep Up

Traditional Backup	Intelligent Business Continuity
Recovery can take weeks following a disaster	Recovery is reduced to hours, minutes, or even seconds
High risk for human error	Full automation backup process
Difficult to test if backup is working properly	Screenshot backup verification; easy to test backup
Expensive and timely to make multiple backups	Each backup is saved in local appliance and bi-coastal data centers
Backup speeds are slower	Backup speeds are fast; Critical data can be prioritized
Physical to virtual conversions can be time consuming and have a high failure rate	Incremental backups can be instantly virtualized, rather than the entire backup chain
No redundant backups in multiple locations	Automatic redundant backup, allowing your business to run off the secure cloud in event of a disaster
Limited options for encrypting data, may not pass industry regulations (i.e., HIPAA, SOX)	AES 256 and SSL key-based encryption ensures data is safe and meets industry regulations (ie. HIPAA, SOX)
When recovering data, tape failure rate exceeds 50%	Minimal risk of corrupted backups or data loss
Potential for theft	Off-site backups stored in SSAE 16 data centers

The One-Two Punch

Backup, Disaster Recovery

Secure backup of business data

Timely recovery of operations following disaster



Must Work Together

Intelligent Business Continuity

Maintain network uptime during disaster

Maintain critical operations during disaster

Award-Winning Technology and Support

- Intelligent Business Technology
- Inverse Chain Technology™
- SpeedSync™
- ShadowSnap™
- Instant Local and Off-Site Virtualization
- Screenshot Backup Verification
- Secure, Bi-Coastal Data Centers
- Better Bare Metal Restore
- U.S. Based Tech Support

Intelligent Business Continuity Comes in All Sizes



- Datto SIRIS: The New Standard for Intelligent Business Continuity
- Datto SIRIS Lite: Light Local Footprint. Deep Cloud Benefits
- Datto ALTO: Small Business Data Protection. Redefined
- Datto G Series: Versatile NAS Storage with Off-Site Sync

Partner Slide