

# Why Data Protection, Why Now (More Than Ever)

One minute your infrastructure, apps and databases are running smoothly. The next, a cascade of hardware failures bring down your system. Or malware grinds everything to a halt — and you're terrified all your vital data will be lost forever. Your phone is ringing off the hook with anxious senior executives wanting to know what happened and when systems will be back up.

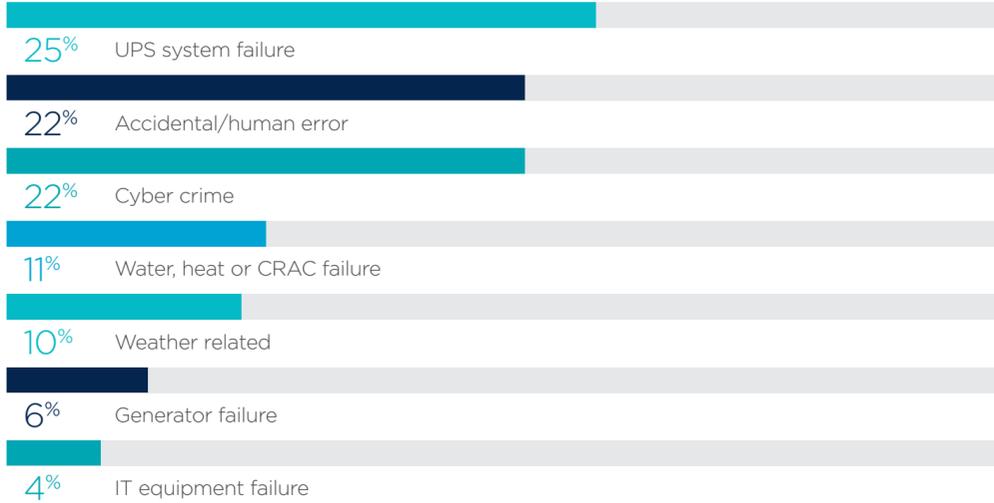
Nobody wants to experience any of these scenarios. So why do so many organizations count on inadequate, dated methods such as daily backups or blind luck to help them survive a catastrophic event? Especially when a digital-first business model makes disruptive events far more likely and impactful?

**Fortunately, a good disaster recovery plan and the right solution(s) can keep downtime from taking your business down.**

## Identifying the causes of downtime and calculating damage in \$\$\$

Disasters don't always make the headlines. Simple human error is a leading cause of downtime. Whoops!

### Root causes of unplanned outages



Source: Ponemon Institute, 2016

## Downtime is a huge drag on the bottom line

The average cost of downtime is:



Source: Gartner, 2016



Source: Gartner, 2016



Source: Ponemon Institute, 2016

**"The cost of an outage has increased dramatically in recent years."**  
- Ponemon Institute

## And disaster recovery speeds? Sloth-like.



**3 hours:** Average time it takes to recover any lost data



**3 months:** Average time it takes over 50% of businesses to recover



**25%** of businesses never recover from a disaster

**The awful truth is that some businesses are forced to close.**

Source: Nationwide Insurance Survey, 2016

## 5 trends making downtime more likely than ever

**Don't be fooled into thinking you will beat the numbers with once-a-day backups. The complexity of today's business environment means no one is immune to data loss.**

### 1 Legacy systems leave you vulnerable.

- Older systems are often too expensive and/or time-consuming to patch — and more likely to have security holes.
- As a consequence of surviving organizational changes and frequent system updates, internal apps are often exposed to the outside world.
- And employees who knew the system like the back of their hand may have left your company.

### 2 There's a flood of data, with heavier reliance on it, and the tide keeps rising.

- IDC predicts that by 2020, the amount of high-value data will double.

Source: IDC, 2017

### 3 An uptick in cyber crime. Get used to it. It affects everyone at some point.

- 54% of companies have experienced attacks that compromised data and/or infrastructure.

Source: Ponemon Institute, 2017

- By 2021, cyber crime damages will cost the world \$6T annually, up from \$3T in 2015.

Source: Cybersecurity Ventures, 2017

### 4 The IT skills gap is real. And cybersecurity pros are the hardest to find.

- 57% of businesses believe a data loss prevention/data security best practices skills shortage may prevent them from meeting business objectives.

Source: CompTIA, 2017

### 5 You still don't have a recovery plan. Why not?!

- 75% of businesses do not have a data recovery plan.

Source: Nationwide Insurance Survey, 2016

- Those that do, and that seamlessly recover from an incident, may end up with competitive advantages.

## Only a comprehensive data replication and recovery plan can protect you.

With Navisite Managed Disaster Recovery Cloud, IT resilience and business continuity are just a few clicks away.

- 24hr** **Achieve rapid, immediate recovery**  
Meet RTOs and RPOs 1,400 times faster in a 24-hr period. Have a secondary site spun up in minutes.
- 43%** **Save significantly**  
The average savings of using Navisite over traditional or incomplete disaster recovery methods.
- Extend your team's expertise**  
Whether you need guidance or full implementation and management of your solution, Navisite makes it easy to meet all your objectives.
- Increase flexibility**  
Navisite recommends a solution that fits your organization's unique needs. Easily scale to meet changing requirements.
- Stay secure**  
Rely on advanced security and encryption options. Ensure your replication strategy is tested regularly according to recommended industry best practices.
- Say goodbye to DIY**  
Get best-in-class support directly from Navisite and from our utilization of the best disaster recovery tools, and get industry-leading response times, with financially backed SLAs.
- Make business continuity easy**  
Don't just survive a downtime disaster; help your IT team thrive.

## Choose Navisite Managed Disaster Recovery Cloud, and benefit from a partner who brings:

- **20+** years of managed services experience
- **World-class** security and compliance features
- **1,550+** certifications
- **1,000s** of client engagements worldwide
- **17+** years as Microsoft Premier and VMware Partner
- **Personalized** solutions and support

## Learn more

[www.navisite.com/solutions/managed-data-protection-replication-solutions](http://www.navisite.com/solutions/managed-data-protection-replication-solutions)

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