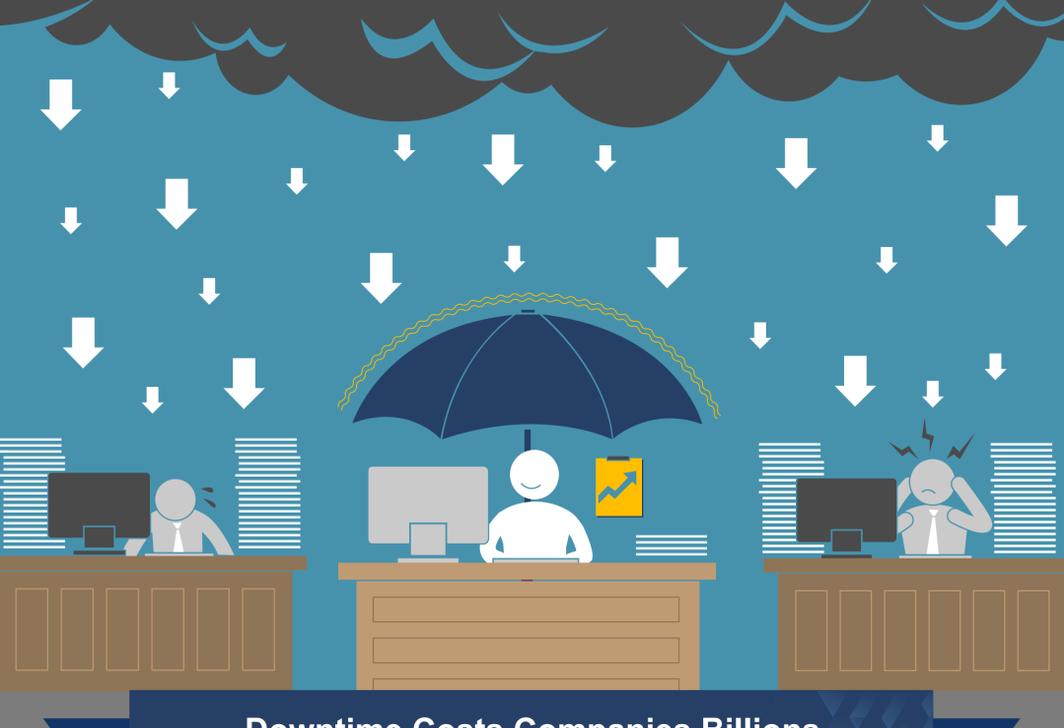


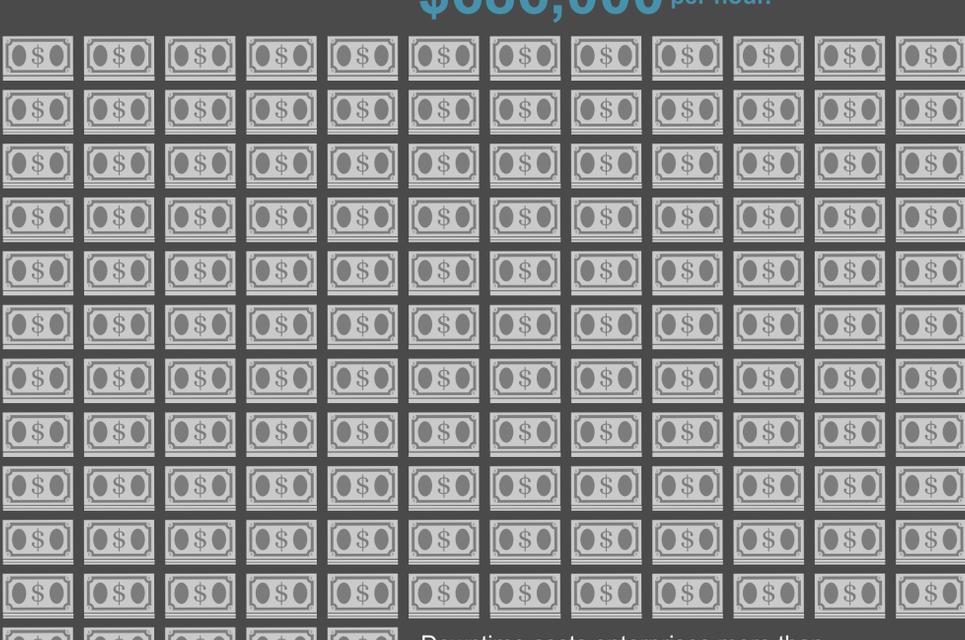
6 Traits That Define Best-in-Class Disaster Recovery



Downtime Costs Companies Billions



Downtime costs an enterprise an average of **\$686,000** per hour.



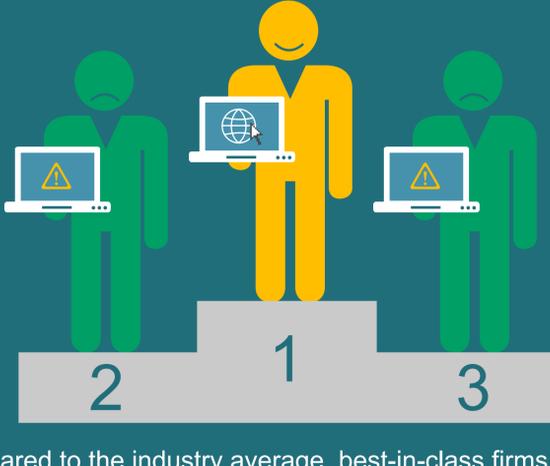
Downtime costs enterprises more than **\$26 billion** a year in lost revenue.

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Lost revenue isn't the only problem: **18%** of firms say that IT outages had a "very damaging" impact on their reputation.

Best-in-Class Firms Beat the Downtime Threat



Compared to the industry average, best-in-class firms report:

75%

fewer downtime events (.56 vs. 2.26)

90%

less downtime per event (.16 hours vs. 1.49 hours)

78%

faster recovery times from downtime events (1.13 hours vs. 5.18 hours)

Best-in-class firms say their longest downtime event lasts an average of just **12 minutes** – more than **96% less** than the industry average of 4.78 hours and **99.5% less** than the laggard-firm average of 43.71 hours.

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Keys to Achieving Best-in-Class Downtime

Best-in-class firms, compared to the industry average, are:



62% more likely (73% vs. 45%) to determine recovery-time-objective (RTO) per application, helping them balance recovery time needs versus costs.



45% more likely (42% vs. 31%) to determine recovery-point-objective (RPO) per application, telling them how much data they can afford to lose during an outage.



68% more likely (84% vs. 50%) to test their disaster recovery (DR) capabilities regularly.



69% more likely (69% vs. 34%) to measure, track and report DR performance.



22% more likely (66% vs. 54%) to assess their high availability processes and procedures.



32% more likely (62% vs. 47%) to review high availability technologies.

Putting Your Enterprise on a Best-in-Class Path

Fight back against downtime risk and achieve total business resiliency with a business continuity management solution that:

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Drives engagement: Give every stakeholder the ability to identify and address the risks that matter.



Enables real-time awareness: of key IT systems, people and processes to allow fast and effective responses.



Proves the effectiveness: of DR plans with testing, tracking and measurement capabilities.

Get started today

To learn more about how a best-in-class BCM software solution can help you seamlessly manage business continuity, check out this white paper:

7 Keys to Unlocking a Modern Business Continuity Approach

Sources
 • Aberdeen Group, "Business Continuity and Disaster Recovery: Top Performance Capabilities of Best-In-Class IT Organizations"
 • Aberdeen Group, "Limit Downtime: Initiate a Business Continuity and Disaster Recovery Plan Today"
 • Information Week, "IT Downtime Costs \$26.5 Billion in Lost Revenue"



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