



EPIC CONSEQUENCES: BC/DR PLANNING - DON'T GO AT IT ALONE

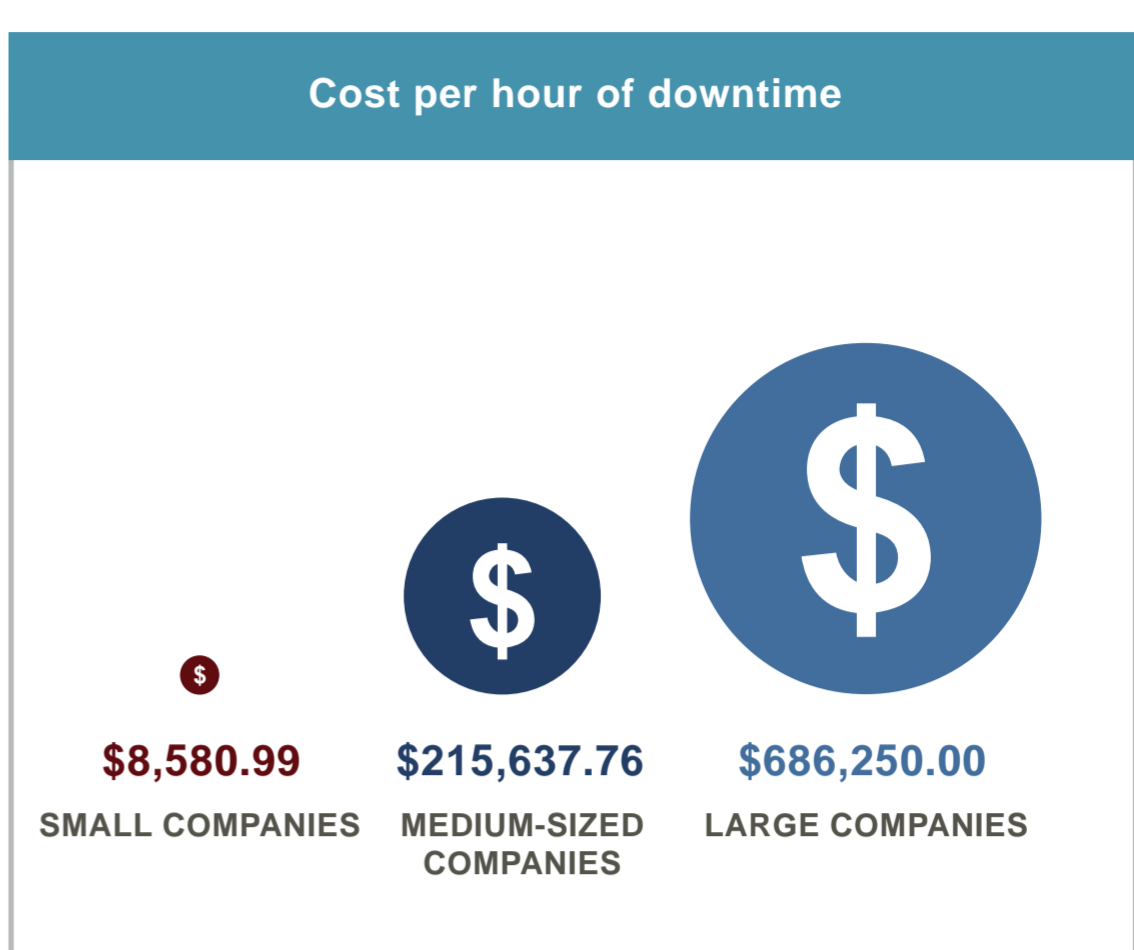
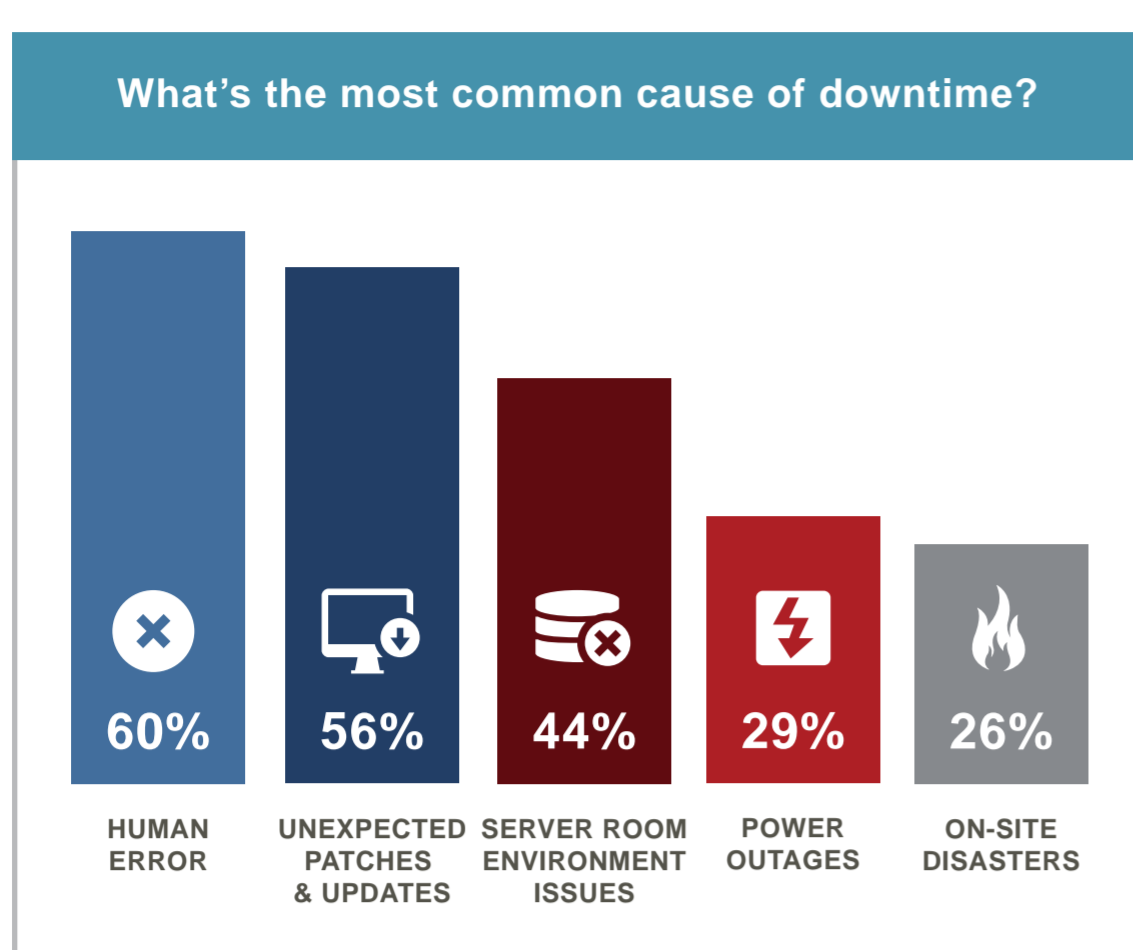


ENTERPRISES ARE REALIZING THEY NEED EXPERT HELP RATHER THAN RELYING SOLELY ON A DIY APPROACH TO BUSINESS CONTINUITY AND DISASTER RECOVERY (BC/DR). WHY? BECAUSE DOWNTIME IS MORE COSTLY THAN YOU THINK.

74% of organizations consider unplanned IT and telecom outages the top threat to their business—and for good reason. Missteps in business continuity and slow responses to disaster recovery lead to lost data, revenue, and employees. Attempting it alone can prove costly and inefficient. Find out why selectively outsourcing BC/DR efforts is a main component of truly resilient and recoverable organizations.

DOWNTIME HURTS

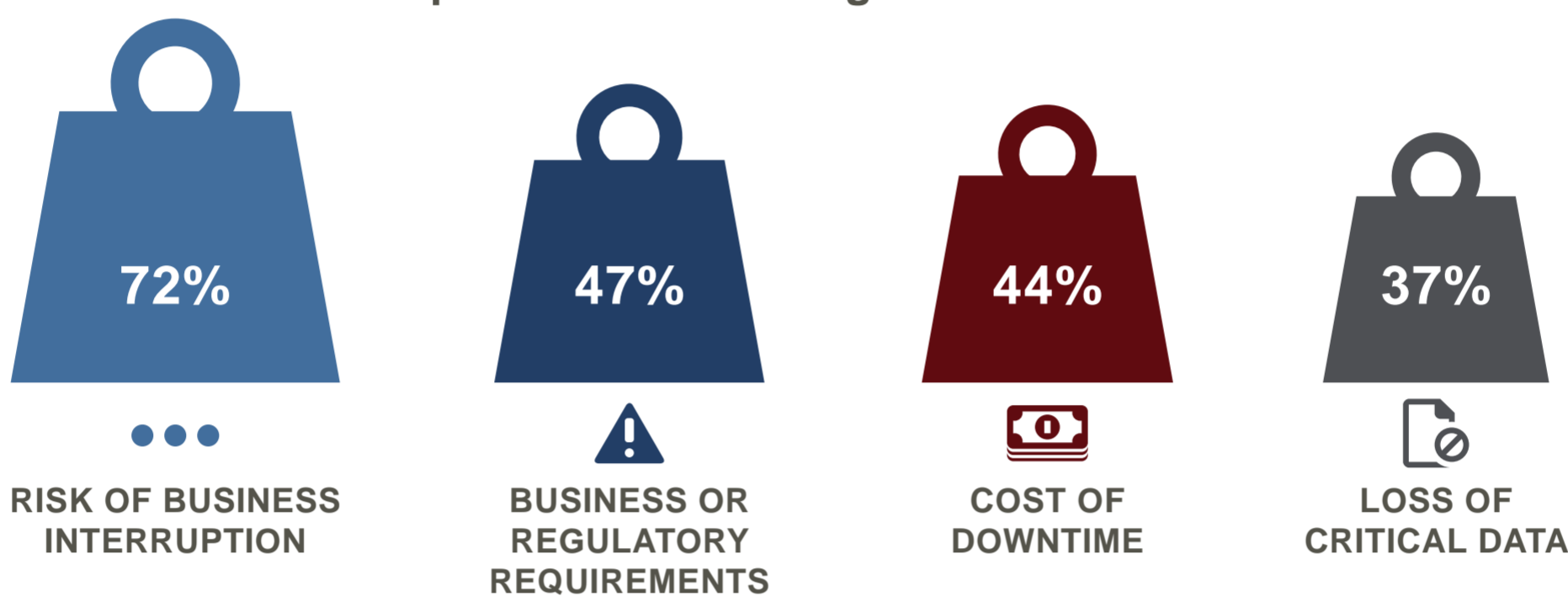
Your employees and customers need constant access to applications. Downtime affects cost and time, which is why enterprises should strive to rank amongst the best in class.



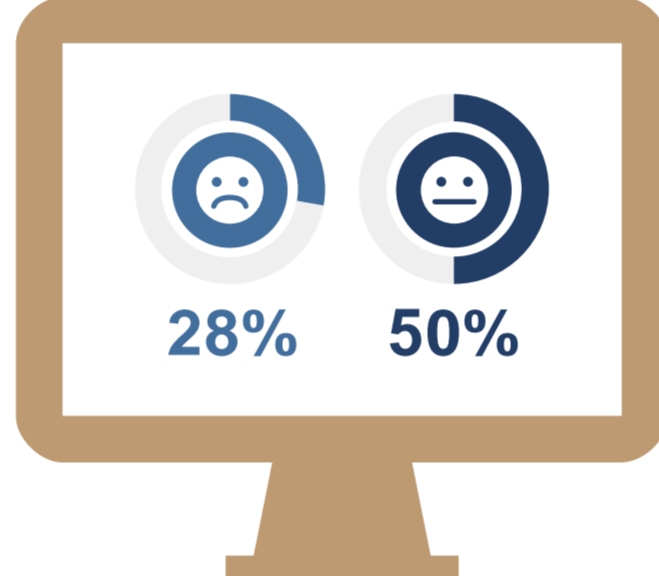
	Number of downtime events in last 12 months	Average amount of downtime in last 12 months	Longest downtime event	Length of time to recover from last downtime event
BEST IN CLASS TOP 20%	0.56	9.81 MINUTES	12.67 MINUTES	1.13 HOURS
AVERAGE MIDDLE 50%	2.26	89.51 MINUTES	4.78 HOURS	5.18 HOURS
LAGGARDS BOTTOM 30%	3.92	17.82 HOURS	43.71 HOURS	27.11 HOURS

READY TO RECOVER

Top Pressures Leading to BC Initiatives



- Measure your IT organization's ability by:
- Determining its objectives
 - Tracking its performance
 - Testing its BC/DR system



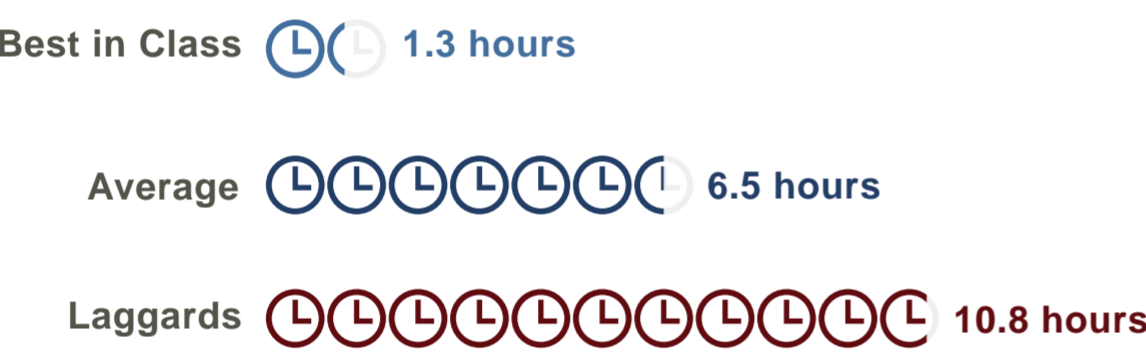
Only 28% of Laggards, and 50% of Industry Average organizations test their BC/DR systems on a regular basis.

This is the single most important practice an organization can conduct to determine preparedness.

Going it alone can impact the organization's RTOs and RPOs, as well.

BEST IN CLASS TOP 20% **AVERAGE MIDDLE 50%** **LAGGARDS BOTTOM 30%**

Recovery Time Objectives



Recovery Point Objectives



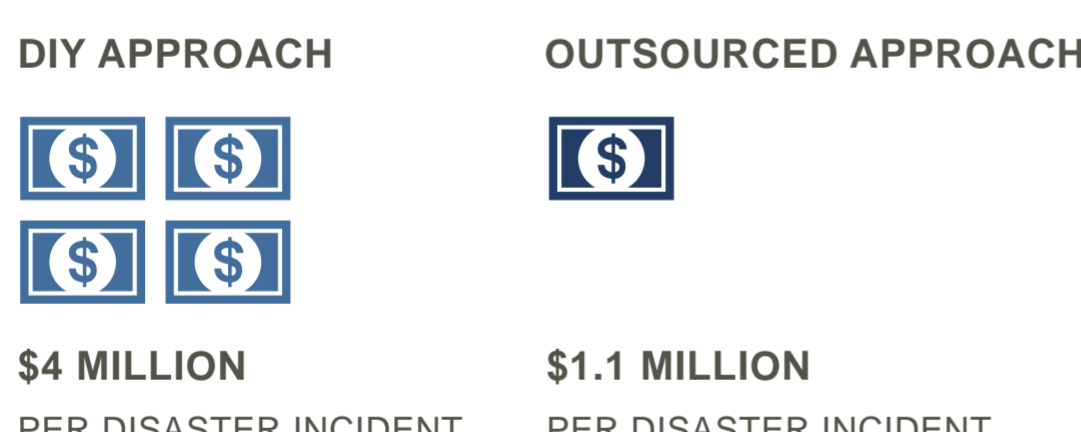
EPIC CONSEQUENCES

With this much at stake, a singularly DIY approach to BC/DR doesn't often present the best option for IT availability and resiliency. Even with every precaution taken, going at it solo can prove to be a scary (and costly) experience if things go wrong.

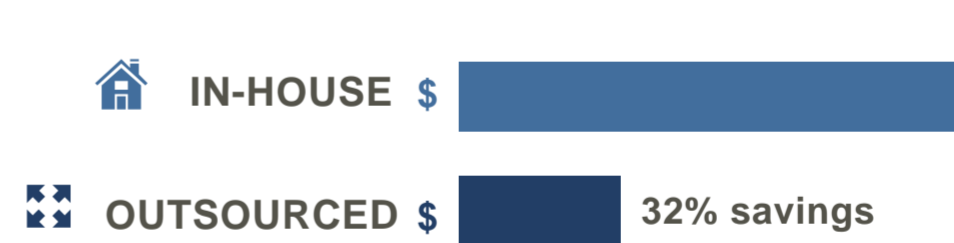
With the constant threat of critical data loss, it's no surprise that businesses have difficulty moving ahead after disaster. Of medium-sized companies that experience major business-data losses:



The outsourced approach isn't just more effective; it's also more cost-efficient.



In fact, enterprises that outsource typically end up saving 32% more than those with an in-house model.



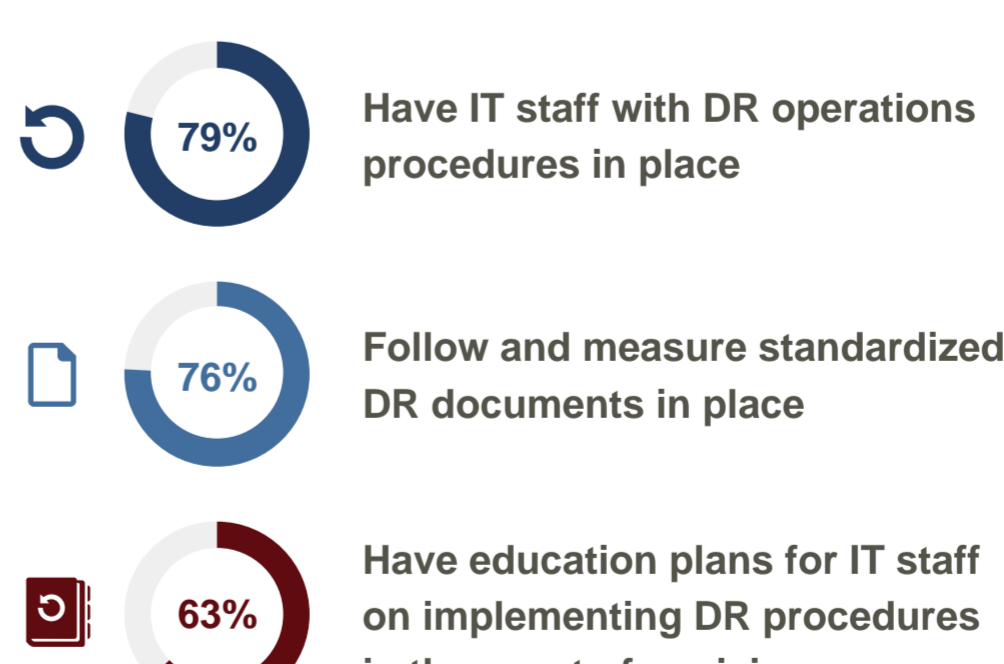
And with 23% of large companies not including supply chains in their business-continuity plans, an outage or disaster can prove extremely unfavorable.

BE AMONG THE BEST

Given that only 20–30% of BC/DR plans are tested, many best-in-class organizations partner with solution providers with repeatedly tested methods because it means:

- No upfront technology or storage costs
- No software subscriptions or hardware maintenance expenses
- Freed-up internal resources

Best-in-class enterprises also keep their own best practices in place, however.



KNOW WHAT YOU'RE LOOKING FOR

Know what you're looking for in a BC/DR partner and what you need out of the partnership before engaging.

In addition to 24/7 support, your DR service provider needs to:

- Determine RTO and RPO per application
- Test DR regularly
- Track and report DR performance
- Assess high-availability processes and procedures
- Review high-availability technologies

Reach out to an experienced DRSP and get the reliability, recoverability, and protection your organization needs. While you should be keeping best practices in place, your BC/DR provider should provide the support to keep your business moving ahead.

TO FIND OUT MORE, VISIT SUNGARDAS.COM TODAY.