Disaster Recovery is no longer the preserve of large enterprises. It had a big scary price tag, and was even scarier to implement. Fast forward to now, and disaster recovery has evolved. It's called Disaster Recovery as a Service (DRaaS) and it is not only affordable, but provides greater protection without the complexity so that you can eradicate the threat of downtime.

Make 2016 the year where you Eradicate Downtime.

With DRaaS, you can recover in minutes.

### BUILDING THE BUSINESS CASE

**Minimize Downtime Costs**

- 90% of companies experience some form of downtime every year.
- 3 hours of downtime costs 3 million dollars for a large enterprise.

**Avoid Brand Damage**

- 43% of employees turn to third party, unsecure apps to conduct business.
- 67% of customers abandon a company after an outage.

**Reduce Disaster Recovery Costs**

- Offsite Tape Backup:
  - Small Company: $8,000
  - Mid-Size Company: $74,000
  - Large Enterprise: $700,000

- Cloud Backup:
  - Small Company: $2,000
  - Mid-Size Company: $18,000
  - Large Enterprise: $100,000

- Appliance Backup:
  - Small Company: $4,000
  - Mid-Size Company: $16,000
  - Large Enterprise: $76,000

- Cold Site DR:
  - Small Company: $6,000
  - Mid-Size Company: $22,000
  - Large Enterprise: $120,000

- Warm Site DR:
  - Small Company: $9,000
  - Mid-Size Company: $36,000
  - Large Enterprise: $180,000

- Hot Site DR:
  - Small Company: $12,000
  - Mid-Size Company: $48,000
  - Large Enterprise: $240,000

**Increase Security**

- When downtime occurs, 43% of employees turn to 3rd party, unsecure apps to conduct business.
- Without DRaaS, you can be open in 4 hours, with DRaaS you can be open in weeks.

**Reduce Business Risk**

- DRaaS solutions can be implemented in 3 days, compared to traditional DR, which can take months.

- You can have enterprise-grade failover for the cost of backup.

**Overcoming Objections**

- Objection #1: Too Expensive
  - DRaaS solutions are affordable, compared to traditional DR.

- Objection #2: Insufficient IT Resources
  - DRaaS solutions require less IT resources, compared to traditional DR.

- Objection #3: Too Complex
  - DRaaS solutions are easy to implement, compared to traditional DR.

**Convince Your Boss**

- ROI of DRaaS:
  - Small Company: $8,000
  - Mid-Size Company: $74,000
  - Large Enterprise: $700,000

- Cost of 1 hour of downtime:
  - Small Company: $8,000
  - Mid-Size Company: $74,000
  - Large Enterprise: $700,000

- DRaaS benefits:
  - Always Open
  - No Disaster Recovery

**Get the Disaster Recovery Planning Kit**

### Sources:

- Disaster Recovery Preparedness Council's 2014 Annual Report
- IDG White paper, "Cloud-Based Disaster Recovery Emerging as Top Priority", 2015
- ActualTech Media DRaaS Adoption and Trends Report, June 1, 2015