



Be Prepared When Disaster Strikes

Combining business continuity,
disaster recovery, and automation to protect
your business and critical data



**INTERNETWORK
ENGINEERING**



The need for a strong business continuity strategy and disaster recovery plan

Just like you, every organization hopes that they will never have to deal with a true disaster. But, what if one did happen? When's the last time you tested or re-visited your recovery plan? Would your data be protected and could it be recovered quickly? Do you have plans in place to ensure critical business functions could continue?

Regardless of how confidently you answered those questions, it's important to remember that a "disaster" doesn't have to be a national emergency or catastrophic weather event. Everything from cybersecurity attacks to human error can cause data loss or downtime that comes with a significant cost and could prevent your business from operating normally and meeting customer needs.

Downtime and data loss can be caused by things like:



Hardware failures



Lost or stolen devices



Power outages



Human error



Building issues like burst pipes



Cyberattacks like Ransomware

It's all about digital assurance. Recovering data and returning to operations quickly after large-scale disasters – or even unexpected events like those mentioned above – requires a well-tested disaster recovery plan, as well as a strong business continuity strategy. In this eBook, we'll discuss the difference between the two, the importance of having both, and how tying in automation can ensure they will always remain current and up-to-date.

Let's begin by discussing the idea of business continuity and how it actually differs from disaster recovery.

Calculating the cost of downtime and data loss

Studies from industry leaders like Gartner show the cost of downtime being as high as \$5,600 per minute.¹

You can come up with your own numbers by estimating the financial impact that downtime and data loss would have on things like:



Employee productivity



Potential revenue losses



Client satisfaction



Investor or board confidence



Workforce stress and morale

¹Gartner Blog, The Cost of Downtime

Business continuity vs. disaster recovery

Business continuity and disaster recovery are often used as interchangeable terms in many organizations. Although they are complementary, they are actually very different practices.

Business continuity is the processes, procedures, and solutions needed to make sure an organization can continue to function after a disaster, outage, or disruption. Whereas disaster recovery is the plan an organization has in place to recover data or technology losses that occur because of those same types of incidents. A good way to think about it is that business continuity focuses on maintaining business processes while disaster recovery focuses on restoring data center services and recovering data. As seen in this graphic, disaster recovery is actually a part of an organization's overall business continuity strategy.



Combining the two allows an organization to ensure their business can get back up and running quickly and efficiently after an unexpected event. Why exactly do you need both?



Ensure uptime

Together, an effective business continuity strategy and disaster recovery plan allows an organization to get back to normal operations quickly after an unexpected event



Protect against data loss

A detailed, frequently tested disaster recovery plan that includes best-in-class technology and automation can protect your mission critical workloads and data



Maximize productivity

Having both will ensure your workforce can remain productive after everything from a national emergency to a burst pipe that floods your headquarters

The importance of incorporating automation

Automation should play a critical role in both your disaster recovery plan and business continuity strategy. It can act as the glue that keeps your processes, procedures, and technology bound together and maintained on a routine basis – and can be especially useful if you find yourself struggling to invest the time to achieve these things manually.

Automation accomplishes this in three ways:



1 Maintaining technology processes: Along with helping you document existing processes and procedures, automation ensures they get updated when there are changes to your data or IT infrastructure.



2 Systematic restoration: Automation also provides a systematic, efficient way to backup and restore data or services after an outage – all with limited human intervention.



3 Consistent deployment: Automation helps ensure that all services and functions are deployed after an outage in a consistent, tested, and documented way to minimize downtime and other risks.

By introducing automation into their backup, recovery, and business continuity strategy, organizations are benefitting in a variety of ways:

Less downtime of mission critical business applications when a disaster or unexpected event occurs



Peace of mind knowing your business continuity strategy and disaster recovery plan is always up-to-date

Less risk of significant data loss and an organization-wide confidence that the recovery process is solid



Less chance of human error being the culprit of the recovery process failing or downtime in the first place

Get expert-level insight on disaster recovery planning

Learn more about effective disaster recovery plans and why having just a disaster recovery plan is no longer enough, especially in the healthcare industry.

[Read our blog](#)

How prepared are you for a disaster?

According to Forrester survey, only 55% of organizations felt more than somewhat prepared to recover their data center in the event of a disaster.² How prepared do you feel?

²Forrester Disaster Recovery Journal (DRJ), The State of Disaster Recovery Preparedness 2017

Let Internetwork Engineering help

The idea of "disaster recovery" is not what it used to be. In today's digital age, you need to arm yourself with as much knowledge as possible about the potential causes of disruption or data loss your organization could face. And more than ever, you need a trusted partner that can help guide you to digital assurance with a solid business continuity strategy and disaster recovery plan.

At Internetwork Engineering, we have the expertise to help you:



Build a business continuity strategy or disaster recovery plan from the ground up



Test and improve upon any strategies or plans you already have in place



Ascertain your risk profile and recommend strategies to mitigate any risks deemed unacceptable

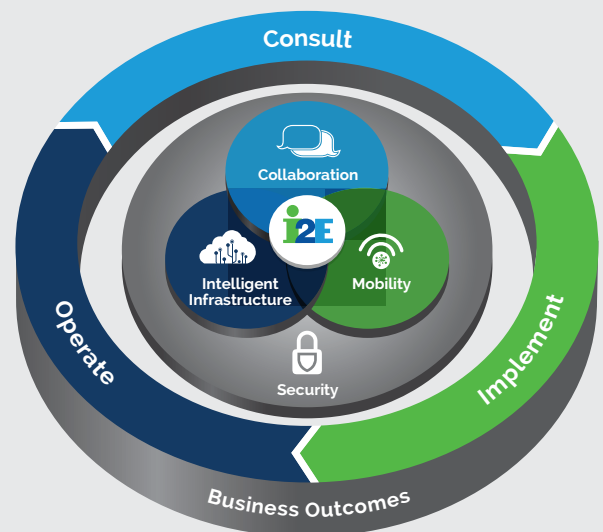


Incorporate automation into your backup, recovery, and business continuity strategies

Our I2E methodology

Turning ideas into successful execution

Through the combination of our Ideas to Execution (I2E) methodology and our validated technology architectures, we can accelerate the process of adopting new technology by tightly aligning IT initiatives with business objectives for reduced financial and operational risk. This is especially useful when helping our clients introduce automation into their business continuity strategy and disaster recovery plan.



When business operations fail, there's a lot at stake and many intangible costs – from corrupted data to a damaged reputation and loss of customer confidence.

Let us help you be confident your organization can recover quickly and completely from unexpected events or disasters.



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Need help building out a disaster recovery plan as part of your overall business continuity strategy?

Reach out today to schedule a meeting. We'll answer your questions, review any current plans or strategies you have in place, and share what we're seeing in your industry.

Schedule a meeting

(704) 540-5800

About Internet Network Engineering (IE)

At IE, we are people connecting people. Since 1996, IE has been connecting people to their customers, coworkers, suppliers, patients, citizens, and students throughout the Southeast, creating more meaningful interactions with the people you care about most. Our mission is to provide technology solutions that inspire innovation and achievement, knowing that the right technology at the right time has the power to transform industries, countries, and lives.