

A close-up photograph of several network cables (blue, black, and gold) plugged into a wall outlet. The cables are arranged in a row, with their RJ45 connectors visible at the bottom. The background is a plain, light-colored wall.

BUSINESS CONTINUITY, CLOUD & BACK UPS....OH MY!

Today You'll Learn...



1

The differences between business continuity, disaster recovery, and backup

2

How most businesses back up their data and how to choose the option best for you.

3

Why you should be afraid.... very afraid.

4

What you need to have in place to ensure a fast recovery in case of a disaster and business continuity.

5

What you can do to insulate your business from some of the most common network disasters.

6

What is Cloud?



How many of you have ever lost data?





DEFINITIONS

- **Backup** – copying your data to a safe medium for recovery in the event of data loss.
- **Business Continuity** – the ability to keep your business functional (stay up and running) in the aftermath of any extreme event, i.e., hurricane, fire, etc.
- **Disaster Recovery** – the ability to eventually get your business back “online”
- **Cloud** – a generic term that refers to off-site hosting of servers, workstations, applications, etc:
 - On Demand – Pay by Usage, Buy only what you need
 - Flexible – quickly add or remove users, storage, servers, etc.
 - Completely Managed

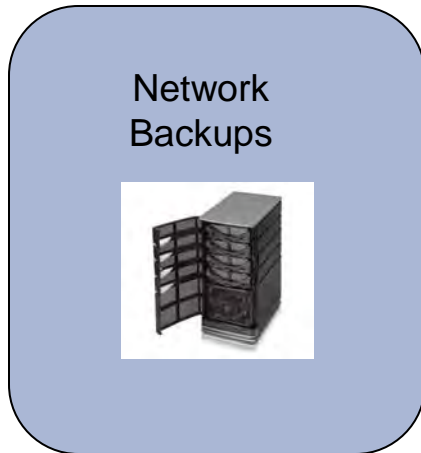
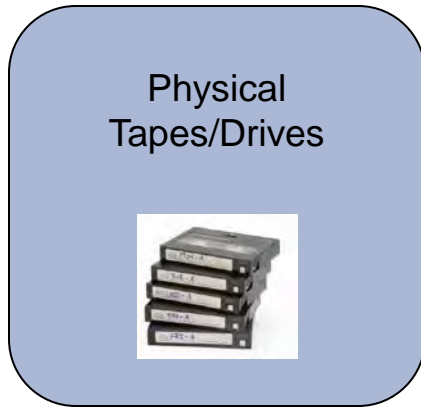
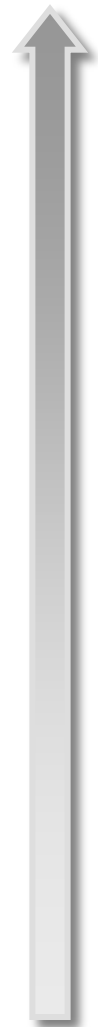


How Most Small Businesses Backup Their Data

How Most Small Businesses Backup Their Data



Recovery
Time



Manual



Automated



Managed with
Imaging/Virtualization
software



OFF-SITE

2nd Site

Data Center

Cloud



The *SCARY* Truth

**Disasters Can (And Do)
Happen**



Disasters Come in Many Different Sizes...



Lost a File

**Employee
Data Breach**

**Interrupted
Access to
Office Site**

**Email SPAM
Block**

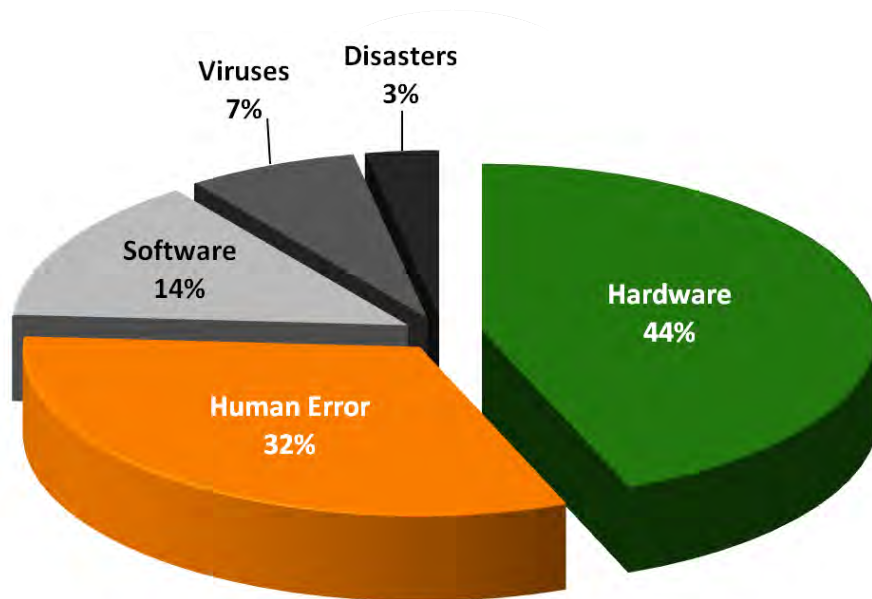
**External
Intrusion
(Hack)**

**Complete
Site Loss**

**Hard Drive
Failure**

Application Crashed

Disasters That Can (And Do) Happen

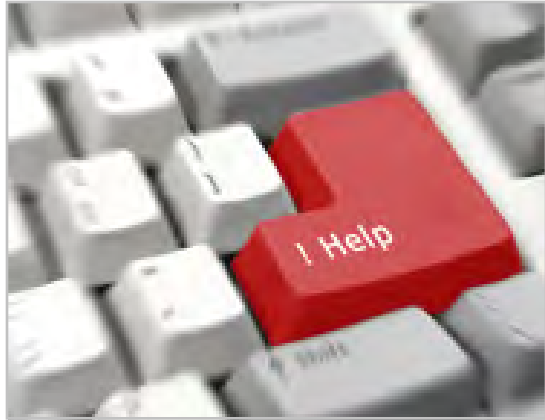


Data Loss Statistics

- **Hardware – 44%**
 - Hard drive failure – most common
 - Power surge from lightning storm
- **Human Error – 32%**
 - Accidental deletion of data
 - Disgruntled employee / salesperson moving to a new company
 - Hardware theft
- **Software – 14%**
 - Data corruption due to program crash
 - Security patches causes software to stop functioning correctly
- **Disaster – 3%**
 - Natural disasters – fire, flood, earthquake, tornado

Source: 2001 Cost Of Downtime Survey Results

Disasters That Can (And Do) Happen



- **The overall average failure rate of disk and tape drives is 99%.
NEARLY ALL DRIVES EVENTUALLY FAIL!**
- **60% of companies that lose their data close down within 6 months of the disaster**
- **72% of businesses that suffer major data loss disappear within 24 months**

Source: 2001 Cost Of Downtime Survey Results

Disasters That Can (And Do) Happen



Client Case Studies

Client 1 – Server HD Failed

- Single Server hosting the companies File System and Application Database
- Was using a well known, Web Back Up Service
- Took 3 Days to purchase, receive and build a new server
- Took 2 days for the Web vendor to Sync the Files back to the server
- Discovered that the back up of their database files were not valid.
- **LOST 2 YEARS OF TRANSACTIONS**
- **BUSINESS WAS DOWN FOR 5 DAYS**

Client 2 – Lightning Strike

- Client site took a direct hit by a lightning strike that sent a surge through all of the network cabling and equipment
- Using NAS with imaging software to external hard drives
- Server, Firewalls, Phone System and Switches all damaged
- 2 Days to Purchase and configure a new server and other network equipment
- 1 Day to Recover server images
- **3 DAYS OUT OF BUSINESS**



**There is a Silver Lining -
Most Disasters Can Be
Avoided..**

BEST PRACTICES FOR A STABLE BUSINESS NETWORK



- Business Class Firewall with Network Security Software & Content Filtering
- Business Class, Hosted Email, such as Microsoft or Google Apps (Gmail, Comcast and Yahoo Don't Count). – Limit effects of email SPAM on your network. 72% of email traffic is SPAM and 4% of email has malicious attachments, not including those with malicious web site links.
- MANAGED ANTI-VIRUS, PATCHING/UPDATES, MONITORING and MAINTENANCE – Identify issues BEFORE they happen
- Restricted Access of Guest Computers on your Network & Wireless
- Limit the introduction of threats and viruses from personal USB devices – (*Ex. Logo USB flash drive in the parking lot*)
- Define employee roles and limit network access, accordingly

BEST PRACTICES FOR A STABLE BUSINESS NETWORK



- Establish a Technology Use policy in your employee agreement, such as the right to wipe personal smart devices and limit personal technology on the company network
- Do not allow users to have administrative rights over their computers. Most infections and viruses are invited by the user when downloading a file (screen saver, music file, PDF document, pictures, etc.)
- Maintain a low-cost, redundant internet service, if available. Ex. DSL or Mi-Fi device.
- Allow only secure access from roaming laptops, to your network
- Define Retention policies for each work flow and application. (Ex. That Critical client file was deleted 8 days ago but you are only backing up 5 days of data)
- Maintain ON and OFF site back up's. – Most recovery scenarios needs to be done from on-site



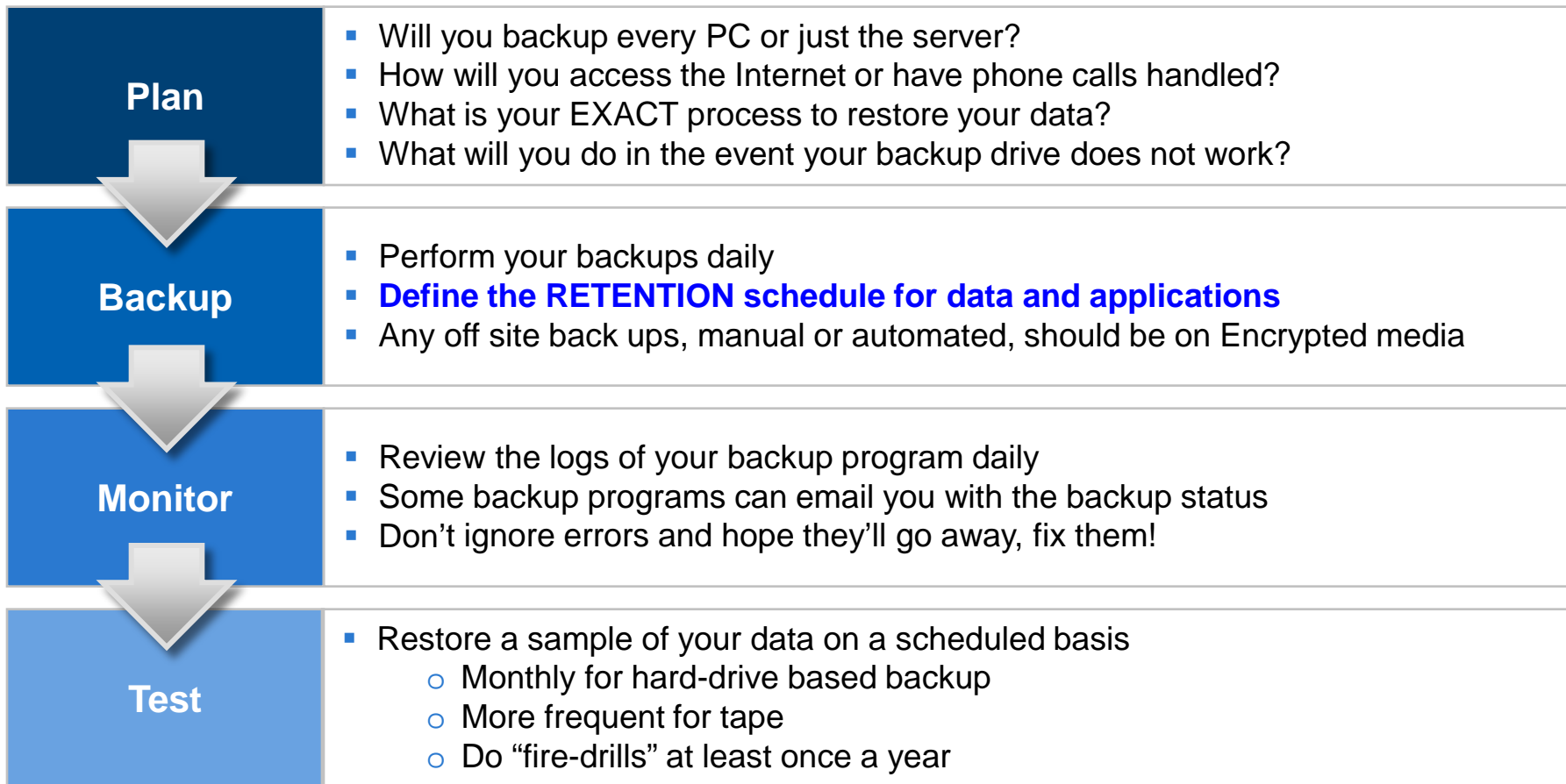
**IF You Experience a
Business Interruption –**

**What You Need To Have In
Place For A Fast
Recovery?**

What You Need To Have In Place For A Fast Recovery



The only sure-fire way to know if your data is being backed up without errors or corruption



What You Need To Have In Place For A Fast Recovery



How to get backup up and running in the shortest time possible

Bare Metal Restore

- Restores all files & settings including Windows
- No re-configuration required
- Some technologies are able to restore to dissimilar hardware
- Up and running within hours, not days

Continuous Data Protection

- Backup your data every change or snapshot in small increments
- Allow you to recover files and changes from a short time ago

Virtualization

- “Simulate” your server while new hardware is ordered
- Up and running within hours, even if your server is destroyed
- Have a virtualization plan for phones and Internet as well

Emergency Data Shipment

- Required if the on-site backup and media was destroyed
- Should arrive on-site within 24 hours or VPN Access to your virtual off site server



What is Cloud?

Cloud is a Buzz Word that means many things..



- **Cloud Backups** – Your data is in a remote site and accessed over the internet, typically at least 200 miles from your primary network and in a low-risk weather location.
- **Cloud Applications** – (SaaS, Software as a Service) Utility pricing, pay per person, on a term.
 - CRM
 - Hosted Email
 - E-Fax
 - Quickbooks Online
- **Cloud Servers** - Renting Virtual server space from a provider or co-locating your own hardware in an off-site location for access over the internet.
 - Shared or Dedicated

PROS & CONS OF CLOUD



PRO'S

- **Flexibility and scalability;** extra resource can be accessed as and when required
- **Reliability;** due to the number of available servers, if there are problems with some, the resource will be shifted so that clients are unaffected.
- **Predictable Costs:** If Hosted, the client is not required to maintain licensing and refresh hardware.
- **Business Continuity** – Data resides in a remote location. (vendor should still provide redundancy to a 2nd location)
- **Accessibility** – From any location, almost any device.

CON'S

- **Applications** – Some are not compatible
- **Printing** - Latency in printing to local printer from cloud server
- **Video Quality** - HD and Video performance is degraded
- **Exit Costs** - Must repurchase hardware, licenses and hours of consulting if they want to move off the cloud, in the future.
- **Internet Risk** - Cannot work if you lose internet service
- **Performance** - If hardware and resources are not allocated correctly, risk of performance issues.



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AND
FREE Network Audit Report***

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