

# Your Small Business Is at Risk

*The Case for BDR*



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**CSC**

Your  
Chief  
Technology  
Office

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# WHAT IS BDR?

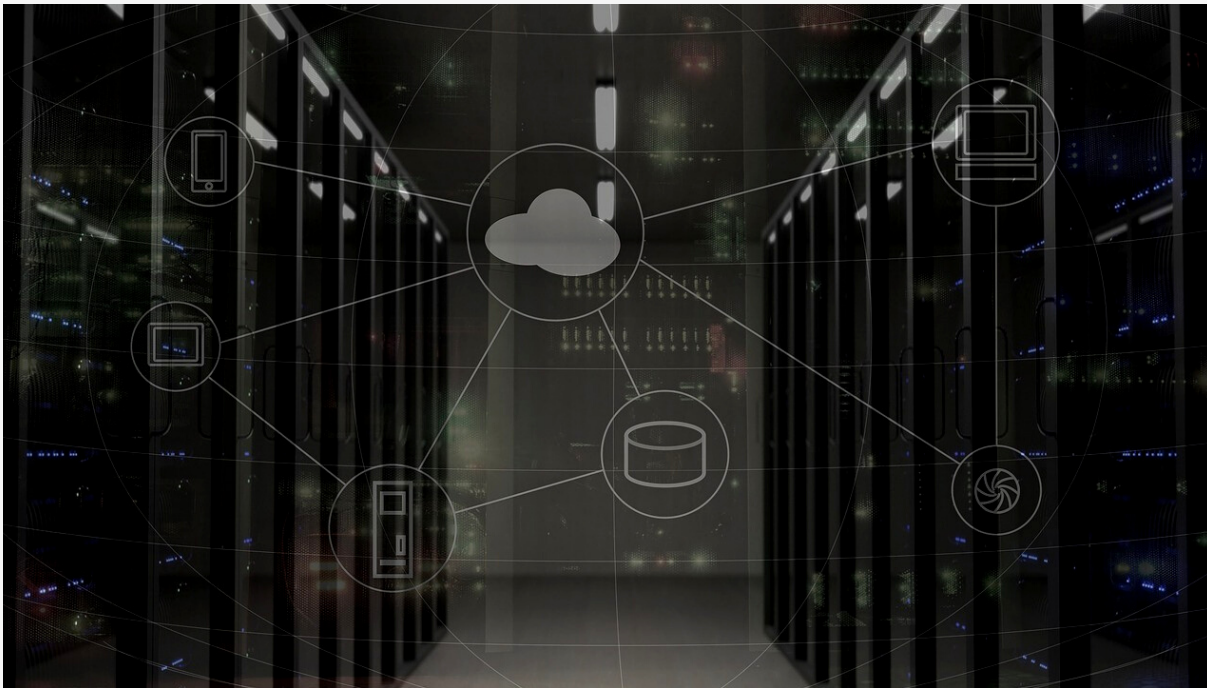


As the name suggests, Backup and Disaster Recovery – or BDR – is a solution designed to back up your data as well as restore it, in order to improve business continuity. Whether a server crashes, you have a hardware failure, or a storm impacts your business, BDR protects you from experiencing losses or significant downtime.

## **BDR PROTECTS YOUR BUSINESS**

Backup and Disaster Recovery (BDR) is a necessity for every organization, protecting you and your data from loss. Unless you plan to shutter your doors when disaster strikes, you need to have BDR in place, so that you can recover data, work from an offsite location, and serve your customers during an emergency. You may not be capable of predicting the future, but you can ensure that you are protected when something unexpected does occur.

# BDR IS NOT JUST FOR BIG BUSINESS



It's not just big businesses that need to worry about protecting their data. Small businesses, school districts, municipalities, and nonprofits are also at risk. Yet the main concern that most small business owners have – that the cost of BDR is too high – is made without considering the cost of not having BDR: the complete and total loss of the business.

## OFFSITE BDR IS THE ONLY OPTION AVAILABLE FOR DATA RECOVERY IN THE EVENT OF CATASTROPHIC LOSS.

investing in backup and data recovery is not always a top priority for the small business owner. It's difficult to measure the ROI of your investment until you go without it and discover the business-halting cost of a data breach and the resulting fines, reputational damage, and loss of business.

**43%** of cyberattacks target small businesses  
**60%** shut down



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# ARE YOU DISASTER PROOF?

Do you store customer data? Accept payments from clients through a website? Do you have access to personal information like names, addresses, emails, passwords, credit card numbers, or social security numbers for your customers?

How would your business be impacted if your offices were damaged because of a natural disaster? Would you be able to remain operational if there was a fire and your building was destroyed? What if your employee accidentally opened a file and all of your data was locked up with ransomware?

These are valid questions that every small - medium sized business (SMB) should be asking.

## The risks of not having offsite BDR simply are too great to ignore.

- **60%** of small businesses go out of business within **six months** of a cyberattack
- In 2019 the number of phishing attempts grew **400%**.
- **61%** of small businesses experienced a cyberattack in 2019 and **36%** had a data breach.

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**Did you know?** Small businesses face the same risk as large corporations, but only **28%** rate their ability to respond to such threats as highly effective.

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# THE CASE FOR BDR

If your business experienced a **hardware failure** today, would you be able to conduct business as usual? What if your network was **attacked by a virus**? What if an employee (either accidentally or with malicious intent) **deleted files** that were necessary to operate your business? What if a fire destroyed your business location?

Could you immediately recover? Do you have a separate backup of your data onsite? Do you backup your data offsite to a secure location? Do you have a recovery plan? For all of these reasons and more, having a data backup and recovery solution and plan are essential.

## The benefits of BDR for SMBs include:

### REDUCING OR ELIMINATING DOWNTIME

Downtime costs an average of \$8,500 per hour, which adds up to \$75 billion per year. BDR allows you to:

- Automatically backup and store data
- Minimize downtime quickly after an attack or disaster
- Avoid paying ransoms if an employee inadvertently introduces ransomware into your network

### PROTECTING CLIENT DATA (AND YOUR REPUTATION)

Your customers expect you to be available when they need you, and unplanned downtime costs more than money; it costs you your reputation and the loyalty of your customers.

**Bottom Line: BDR protects your small business**

### RECOVERING FROM EMPLOYEE MISTAKES

While employees can be your first line of defense, they can also be the biggest risk to your organization. As hacking attempts become more sophisticated, the likelihood of an employee clicking a link or opening a file increase. BDR protects you during those moments.

- 78% percent of customers would stop engaging with a brand online and 36% would stop engaging altogether if the brand had experienced a breach.
- 49% would not sign up and use an online service or app that recently experienced a data breach.
- 47% have made changes to the way they secure their personal data as a result of recent breaches
- 54% are more concerned with protecting their personal information today than they were a year ago.

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Consider the extraordinary cost of downtime on your organization. Hardware can fail, a server may crash, or data may become corrupted. These issues can impact your ability to provide service to your customers; in some cases, downtime can send them looking elsewhere. Whatever the issue may be, infrastructure failures can impact your business in unexpected ways. You may spend weeks rebuilding systems, reconnecting computers and restoring data. This becomes an enormous, unpredictable cost.

## PARTNERING WITH THINKCSC

thinkCSC has more than 20 years of experience helping clients exceed their goals. We understand that business and technology are so intertwined that you can't be strategic about one without the other. We offer customized and bundled outsourced IT services you need to achieve your objectives; increase efficiency, productivity, and agility; cut down on IT costs; and ensure you have a competitive edge. Whether you want to outsource most or all of your infrastructure management, or if you simply want to optimize the systems already in place, thinkCSC provides personalized IT expertise that saves money and provides the manpower that ensures your infrastructure is always an asset – never a liability.

At thinkCSC, we believe that in order to achieve maximum success, regardless of the size or type of your organization, you must make IT an integral part of your overall business strategy and partner with IT professionals who not only understand how to leverage technology to their advantage but who are also committed to understanding your business goals and aligning your IT strategy to theirs. We pride ourselves on having the best business-savvy technical experts in the industry. If you would like to learn how to create an IT security strategy aligned with your organizational goals, contact thinkCSC for more information.

**GET IN TOUCH**  
**SALES@THINKCSC.COM**

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