

A low-angle, upward-looking shot of two IT professionals in a server room. A man on the left is looking up at the camera, while a woman on the right is looking up and reaching towards a server rack. The room is filled with rows of server racks and bundles of cables. The lighting is dim, with a blueish tint. The text is overlaid in the center.

A SIMPLE BDR PLAN: HOW BACKUP AND RECOVERY KEEPS YOU IN BUSINESS





Having a data backup and recovery strategy and plan in place in the event of data loss, in any form, is vital to the survival of most companies. Effectively, a data backup and recovery plan is your insurance policy against data loss and breaches.

Small businesses are at greater risk of shutting down within six months after a catastrophic data loss incident or natural disaster. However, medium to large enterprises are at greater risk of being targeted by cyber attacks and ransomware because of the treasure trove of data and information they possess – in addition to monetary resources generally available to them to pay ransoms.

What Could Happen if Your Business Doesn't Have a Reliable Data Backup and Recovery Solution?

Your Business Could Cease to Exist

All businesses must understand the value of minimizing risk to their company. The biggest risk that befalls 60% of SMBs as a result of critical data loss is extinction. That's right, more than half of SMBs that suffer data loss shut down and cease to operate within six months of the data loss incident.

Costly Downtime

Though it can be difficult to extrapolate the true cost of downtime for enterprises of any size, Aberdeen reports the [average cost of downtime](#) to a small business is \$8,600 an hour. It's important to understand it isn't just the loss of employee production costing your organization money, it's also the loss of data, and the added investment of time over the days or weeks it could take to get your business fully operational again.

Data Loss

There are many different causes of data loss, and without a data backup and recovery solution in place that data loss could become permanent. A study conducted by the Ponemon Institute discovered the average cost of data loss in the form of lost or stolen records is roughly [\\$141 per record](#). It's more than just money your company stands to lose, however, as your organization's reputation would take a massive hit and you would lose the trust of your customers and employees.



“The number one cause of data loss is hardware failure (31%), followed closely by human error (29%).”

— StorageCraft

The Numbers Are Startling

Hurricanes and earthquakes are very destructive, but many more catastrophic data loss events come from mundane sources. [The number one cause of data loss](#) is hardware failure (31%), followed closely by human error (29%). However, the latest cyber threats, such as the CryptoLocker family of ransomware, need to be taken just as seriously.

Ransomware attacks are considered the biggest threat to businesses because of how complex the attacks are, as well as the motivations behind them. Enterprises and SMBs alike must understand the threat ransomware poses. [In 2016 alone, there were 638 million ransomware attacks, an estimated \\$200 million in ransoms were paid in Q1](#), and while complete figures are difficult to obtain – not all businesses disclose a paid ransom – estimations make ransomware a billion-dollar industry.



Ransomware cost companies more than \$200 million in Q1, 2016

— *Forbes*



Benefits of a Comprehensive Data Backup and Recovery Solution from KJ Technology

It's important for your business to make sure your data is protected and easily recoverable in the event of a catastrophic equipment failure, natural disaster, or security intrusion. That's why a custom data backup and recovery solution is so important to you, no matter the size of your company.

Automated Data Backup with Proactive System Checks

KJ Technology automatically backs up and regularly tests your data so you don't have to worry about it. This frees up considerable amounts of time and provides greater reliability that your backups are up-to-date.

Cost Savings

There's a common misconception that working with a dedicated IT partner that is proactive about your data backup and security needs would be more cost-prohibitive than simple break-fix solutions. KJ Technology, however, provides cost certainty over the long term, as well as a proactive approach to data security, data backup and data recovery.

Compliance

Depending on your industry, there are rules and regulations you must follow. Between SEC, FINRA, NYS DFS, and other very specific and serious rules one must follow – there can't be any lapses in security protocols or best practices when handling data of any kind. KJ Technology provides data backup and recovery solutions that maintain compliance across all industries.

Working with a reputable and reliable IT partner to develop a comprehensive data backup and recovery plan protects your company from being on the losing end of natural disasters, hardware failures, human error and cyber attacks. The risks to your organization, regardless of size and assets, are far too great to be left up to chance.

[Talk with us today to start your comprehensive data backup and recovery plan.](#)

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