

# DISASTER RECOVERY AS A SERVICE



Disaster Recovery use to be something that only large enterprises could afford. 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** 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.

## ROI OF DRaaS

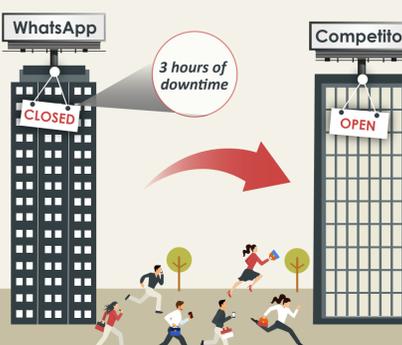


### MINIMIZE DOWNTIME COSTS



### AVOID BRAND DAMAGE

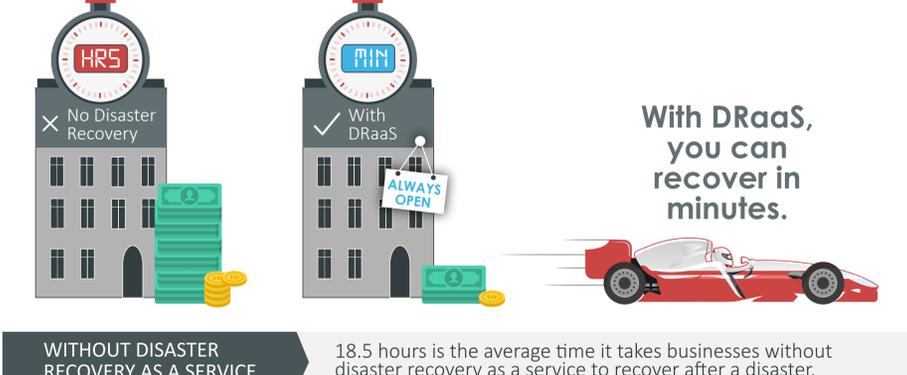
When WhatsApp experienced 3 hours of downtime, **4 Million** customers abandoned them for a competitor



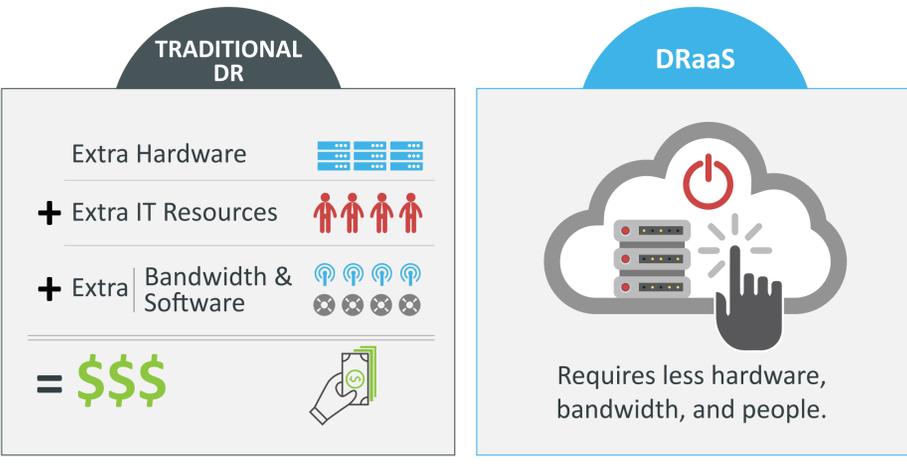
## WITH DISASTER RECOVERY AS A SERVICE, YOU CAN...



### IMPROVE RECOVERY TIMES TO MINUTES



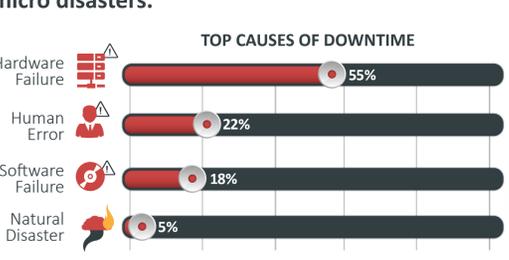
### REDUCE DISASTER RECOVERY COSTS



[SEE THE COST ANALYSIS](#)

### REDUCE BUSINESS RISK

DRaaS minimizes the impact from both macro and micro disasters.



### INCREASE SECURITY

When downtime occurs, **43%** of employees turn to 3rd party, un-secure apps to conduct business.



## CONVINCE YOUR BOSS



### OVERCOMING OBJECTIONS



### CLOSE THE DEAL: NO MORE RTO TRADEOFFS



**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
- Ponemon Research (2013), Quorum DR Report (2013)