A disaster can strike at any time and to any business.

The consequences of a disaster on an unprotected or under-protected company can mean unwanted expense, lost revenue, and a loss of business. Even if you can preserve the data it's important to recover systems quickly to avoid downtime. Clearly the solution requires more than just backup.

Intelligent Business Continuity is a collection of critical services that help companies avoid data loss and recover quickly in the event of a disaster.

24% of companies polled said they had experienced a *full data disaster.*
(Forrester Research Study)
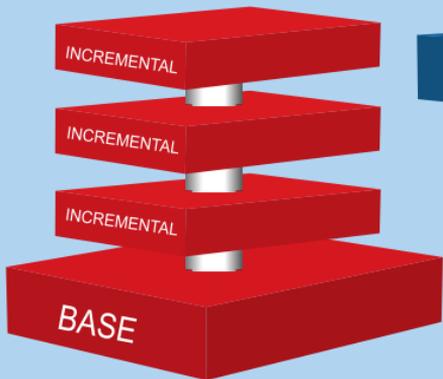
Automated Assurance

is the pre-disaster action that gives the user peace of mind and keeps a watchful eye on changes in the data and infrastructure.

Most companies test their disaster recovery once a year; this is costly, time consuming, and can lead to severe data loss in the event of a failed restore. Optimally businesses should have their backups tested daily to avoid any data loss. Discovering that your critical data of the last six months, six weeks, or even six days is lost due to a failed backup could ruin your day.

How often do you test your backups? How long does this process take? Is it automated or manual?
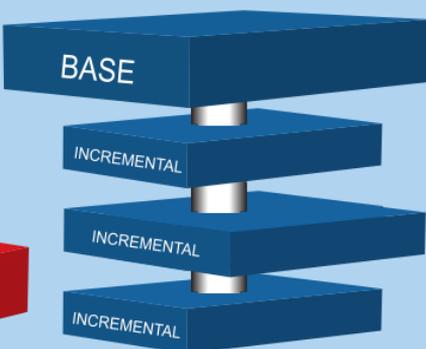
Continuous Protection

is storing your data in a simple nondependent backup chain to allow recoveries from all data points, and keep points for as long as desired.

INCREMENTAL
INCREMENTAL
INCREMENTAL
BASE

Conventional backup chain

BASE
INCREMENTAL
INCREMENTAL
INCREMENTAL

Datto's Inverse Chain

No more "dropping a new full backup." This procedure required wiping all of your previous data and potentially reseeding the cloud. Not only is it time consuming, it is also dangerous. If a single data point in a traditional backup chain is corrupt the entire chain will need to be deleted. Datto's Inverse Chain Technology delivers continuous protection. Secured data with no waiting.
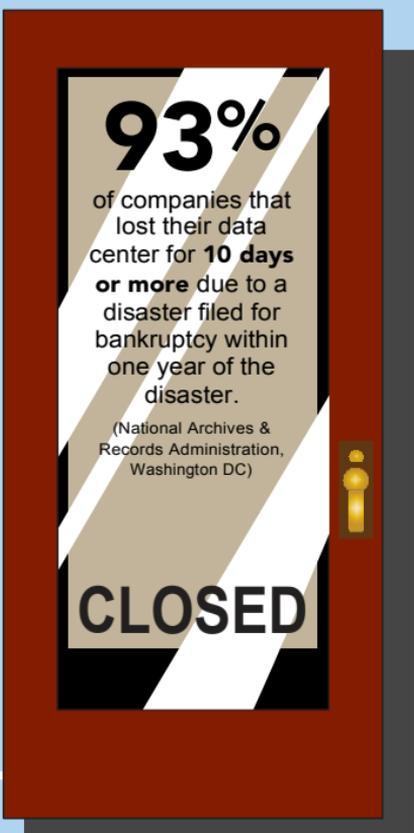
Are you protected from a corrupt or non-working backup point? Would you be informed if corruption occurred?

Securely Stored

means where the data comes to rest in a safe off-site location. Once data leaves the your site it needs to be protected properly with the correct certifications and policy.

Is your data in a safe, secure data center that has the ability to restore quickly after a disaster?

93% of companies that lost their data center for **10 days or more** due to a disaster filed for bankruptcy within one year of the disaster.
(National Archives & Records Administration, Washington DC)

CLOSED

Instant Recovery

is the final and most important component of an Intelligent Business Continuity solution. No matter the disaster, small to large, you need to be up and running as soon as possible. Time is money.

30% of all businesses that have a major fire go out of business within one year

70% fail within five years

(Home Office Computing Magazine)

Are you able to virtualize locally and offsite at any time in an efficient and time sensitive manner?