

# Would Your Business Technology Survive a Disaster

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As a growing business it is easy to get caught up in seemingly important things such as sales, marketing and growth while losing track of what is actually important – the underlying technology. Sadly, disasters do not come with a warning. From power outages to hardware failures, disasters can come in many forms and are more common than you might think.

It is estimated that in large companies, downtime can cost around [\\$5600 per hour](#) and only [6% of companies](#) suffering from severe data loss survive. So what can one do to predict and deal with potential disasters? With an IT disaster recovery plan in place, your company can be protected when disaster strikes or at least recover from it without any fatal damage.

## Why Your Business Needs an IT Disaster Recovery Plan?

Life is unpredictable and so is business. Disasters can come in the shape of human error, power outages, hardware failure, natural disasters and severe security breaches.

Here are some reasons why you should be thinking about creating a disaster prevention and recovery plan for your business.

- **Hardware Failure is Common**

You might think your devices are foolproof, but the fact is that all machines are prone to failure. It cannot always be predicted, but you can do the next best thing, which is to make a recovery plan. In case of a hard disk failure, your recovery plan should be strong enough to prevent data loss. The best solution is to use the services of disaster recovery data centers that provide top level security and protection for uninterrupted service during IT failures.

- **Humans are Prone to Error**

Perhaps the most common and most problematic error is human error. Someone might forget to save a critical document before a computer crashes, or open a phishing email putting the company's security at risk. These instances are all too common, but they are also preventable to some extent. With incremental online backup in your recovery plan, data loss can be prevented. Using firewalls and anti-virus can prevent severe security breaches. Furthermore, error can be minimized by educating employees on how to remain secure.

- **The Competition is Tough**

The digital revolution has also skyrocketed customer expectation. Customers want the best service in the least possible time, and if they don't receive that they will switch to the next best competitor. In such a fast paced landscape, your company cannot afford to lose customers. While customer trust is fragile; losing it once would make it impossible for you to retain.

- **A Single Point of Failure**

No business can survive without eliminating the single point of failure. By placing the IT infrastructure in different data centers your business can keep running without relying on only one point. Meanwhile, moving your servers to data centers in another city will allow you to provide services even in the case of a natural disaster.

So if you still dismiss an IT disaster recovery plan as an unnecessary expense, you need to ask yourself: Can your business technology survive a disaster? If the answer is no, then there is a need for a change before it is too late.