

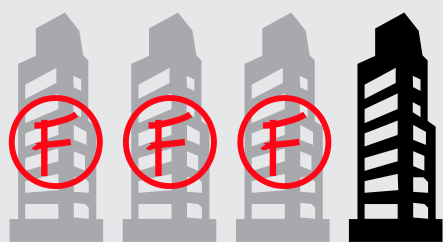


WHY YOU NEED A BETTER DISASTER RECOVERY PLAN

Downtime, data loss, outages, & failures aren't just disruptive and expensive headaches—they could spell the end of your business. Here are some eye-opening statistics on the staggering costs of unplanned downtime.



COMPANIES NEED DISASTER RECOVERY



3 of 4 businesses receive a failing grade for disaster recovery¹



57% of IT pros say their company has had at least one systems outage in the past three months²



95% of all businesses experienced outages for reasons unrelated to natural disasters³

MANY OF THEM DON'T HAVE RELIABLE BACKUP PLANS

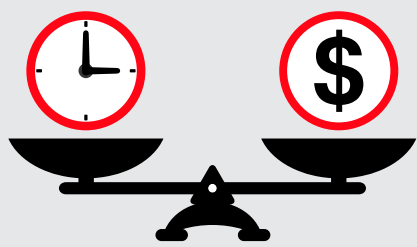


60% of companies don't have a fully documented disaster recovery plan⁴



1 in 4 companies never test their disaster recovery plans⁵

AND RISK THE DEADLY COSTS OF DOWNTIME



\$5,000/min. is the estimated cost of downtime⁶



18.5 hours is the average time it takes for businesses to recover after a disaster



60% of companies that lose their data will shut down within six months of the disaster⁷

THANKFULLY, OUTSOURCING DISASTER RECOVERY CAN HELP



92% of IT organizations that outsource disaster recovery report costs are the same as or lower than compared to in-house functionalities⁸

GAIN PEACE OF MIND WITH RACKSQUARED'S DISASTER RECOVERY SERVICES

Racksquared helps companies prepare for the worst with reliable disaster recovery services that include high availability colocation, server replication, redundant power, and more.



Contact Racksquared today at **614-437-4944** or brianmccann@racksquared.com

www.racksquared.com



Sources:
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⁶ Lerner, A. (2014, July 16). The Cost of Downtime. In Gartner. Retrieved from <http://blogs.gartner.com/andrew-lerner/2014/07/16/the-cost-of-downtime/>
⁷ Lynn, S. (2014, October 24). How to Disaster-Proof Your Business. In PCMag. Retrieved from <http://www.pcmag.com/article2/0,2817,2457344,00.asp?>
⁸ Disaster recovery tops list of outsourcing cost savings (2015, August 17). In The Data Center Journal. Retrieved from <http://www.datacenterjournal.com/disaster-recovery-tops-list-outsourcing-cost-savings/>