



# Business Continuity

## A Growing Opportunity in a Digitalized World

With many organizations lacking comprehensive business continuity solutions, channel partners must overcome challenges to reap rewards.

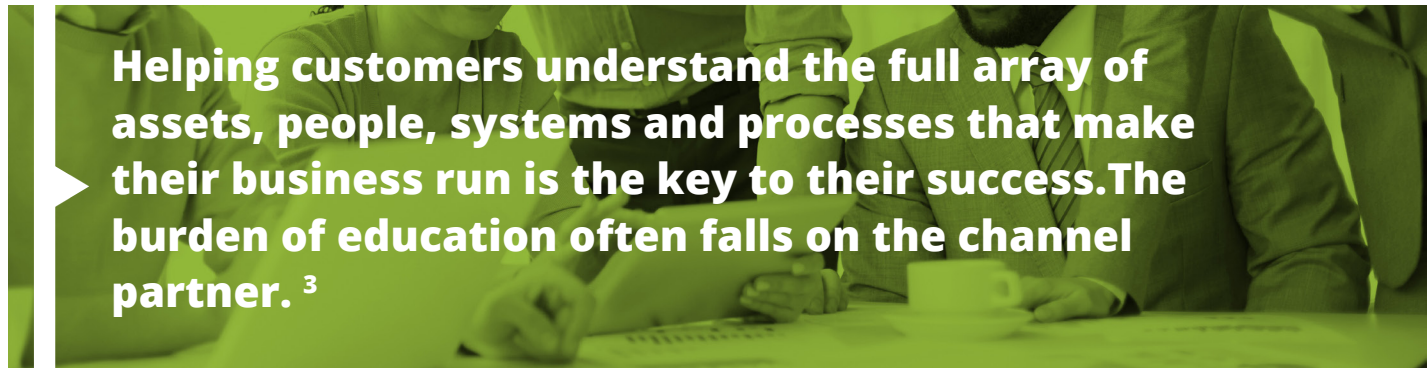
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# Introduction

As organizations rely more and more on virtual data and online systems in the increasingly digitalized business world, business continuity solutions are of even greater importance. Why? Because time is money. Seventy-eight percent of the 1,000 organizations surveyed in the 2014 “State of Global Disaster Recovery Preparedness” have seen mission-critical applications go down, and 28% have lost data center functionality for more than a week.<sup>1</sup>

Despite the looming threat of significant data and productivity loss, many businesses are not doing enough to mitigate their IT-related risks and ensure consistent uptime. The same report found 73% of organizations were failing in disaster readiness and at ensuring business continuity.<sup>1</sup> However, business continuity is about more than dealing with large impact, low-probability events; when it is applied to non-physical events such as supplier failure and other more common business crises, business continuity can improve organizational resilience as part of “business as usual.”



According to a recent Spiceworks Voice of IT survey of channel partners, it seems many organizations still lack real knowledge about what business continuity means – and just how critical it is to their bottom line. Almost half of respondents said their top challenge when selling business continuity solutions is limited customer knowledge and budget. In other words, their prospect fails to see how the investment can save them money in the long term and how customized solutions can play nicely with existing systems, having little to no interference with current operations.

## Top challenges channel partners experience when selling business continuity solutions

Customer knowledge



Customer budget



Misperceptions of risk



Lack of comprehensive solutions



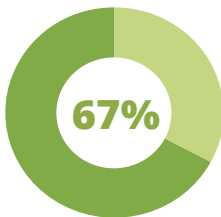
This lack of customer knowledge and need for comprehensive – yet affordable – solutions, along with an increasing awareness of the need for such solutions, presents channel partners with a growing opportunity to serve as a credible and valuable resource to their clients.

According to CSO magazine, “Information systems are certainly central to today’s business operations. However, an IT-only BC/DR plan is hardly a plan at all. The same holds true for a facilities-only plan. Helping customers understand the full array of assets, people, systems and processes that make their business run is the key to their success.<sup>3</sup> The burden of education often falls on the channel partner.”

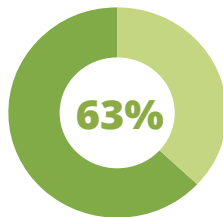
According to the Spiceworks survey, channel partners report that customer and financial data are the most critical types of data needing protection. Not far behind are employee data, personal identifiable information and proprietary data/assets.

## Most important types of data to protect

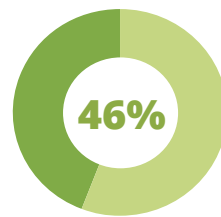
Customer data



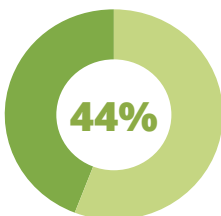
Financial data



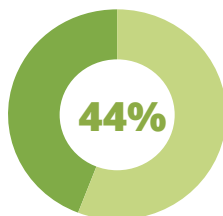
Employee data



Personal identifiable information



Proprietary data/assets



This white paper will explore business continuity trends and present solutions to common challenges channel partners must overcome, helping them take advantage of the opportunities presented by this growing market.

## The Trend

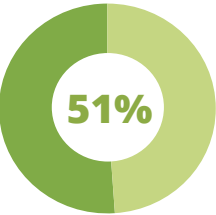
The good news for channel partners: Companies are increasingly seeing the value – and necessity – of business continuity solutions. In the Spiceworks survey, two-thirds of channel partners reported an increase in demand for business continuity solutions over the past three years, and more than 75% expect the demand to continue growing over the next three years. Demand for business continuity solutions is driven by customers (73%) and sales/marketing initiatives (64%).

According to one survey respondent, “The increase in the number of cloud service providers, as well as cheaper storage, has caused a shift in business continuity to replace existing on-location solutions, as well as offer additional redundancy in solutions.”

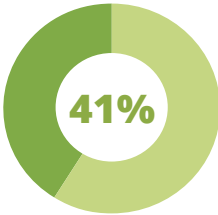
To offset gaps in customer awareness regarding the importance of business continuity, more channel partners are educating their customers and prospects about business continuity. More than half of the respondents in the Spiceworks survey said they inform prospects about data loss, and about 40% discuss compliance standards/requirements and security breaches/threats with them. One-third inform prospects about productivity loss due to crashed networks and servers.

### Most effective tools/resources channel partners use to educate prospects about business continuity solutions/services

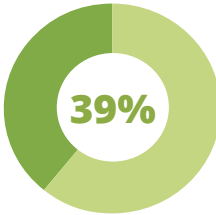
Info about data loss



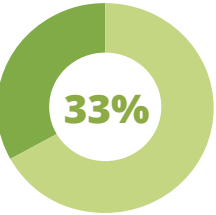
Info about compliance standards/requirements



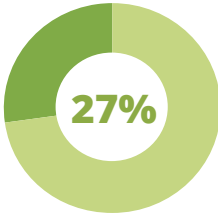
Info about security breaches/threats



Info about productivity loss



Info about financial loss



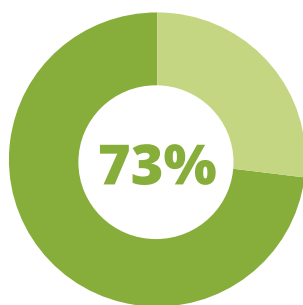
In seeking options for their customers, channel partners are looking for turnkey solutions that integrate seamlessly with existing systems. Spiceworks survey respondents indicated that a comprehensive business continuity solution should include:

- + Backup/data recovery
- + Creating a business continuity plan
- + Cloud storage
- + Virtualization
- + Failover
- + Archiving

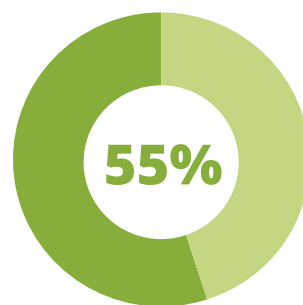
Channel partners want solutions that are secure and affordable, followed by powerful and simple, according to the survey. When it comes to solution providers, channel partners put a high priority on reliability, value, and service and support. And 92% of respondents indicated that it would be helpful to have business continuity solution providers offer more information and resources about packaging their products and services into comprehensive solutions.

### Top 3 most critical factors channel partners seek in business continuity solutions

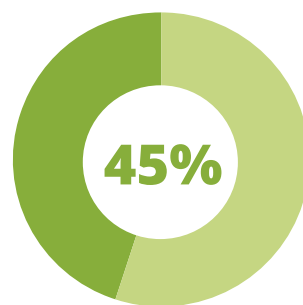
Secure



Affordable



Powerful

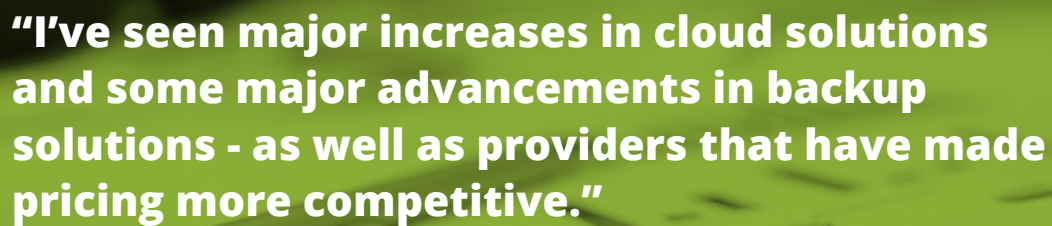


## Money Well Spent

Continuity planning comes down to basic risk management – how much risk a company can tolerate and how much it is willing to spend to mitigate various risks.

Almost 90% of the channel partners in the Spiceworks survey agreed that business continuity solutions are well worth the investment. Their challenges are to better educate their customers and to find affordable solutions from reliable vendors that provide more than just basic-level services.

It does appear that business continuity solution providers are starting to take notice. As one respondent in the Spiceworks survey says, “I’ve seen major increases in cloud solutions and some major advancements in backup solutions - as well as providers that have made pricing more competitive.”



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# Seize opportunities

By 2018, the global business continuity market is estimated to be \$5.77 billion.<sup>4</sup> Channel partners can take advantage of this emerging trend by offering additional services/solutions to clients – services/solutions that are clearly in demand. These can include:



## Developing a continuity bundle for clients.

The Spiceworks survey found that the top six services needed for a comprehensive continuity solution are backup, creating a plan, cloud storage, virtualization, failover and archiving. Creating a package that offers these services is a good place to start.



## Offering continuity services, such as testing clients' continuity plans/solutions on a quarterly basis.

Run test data restores, check to ensure failover is working, make sure the client has enough cloud storage, and tweak their continuity strategy as necessary.



## Distributing educational materials to clients.

Customer knowledge tied for the biggest challenge partners face when selling business continuity solutions. If channel partners don't have the resources to develop their own materials, they can request these materials from their vendors.



## Integrating mobility into current or new business continuity strategies.

The bring-your-own-device trend is impacting how organizations work. Organizations have to change the way they think about business continuity in order to safely incorporate remote and mobile devices –creating more opportunities for channel

And these are just a few ideas. The more business continuity pain points channel partners can address, the greater value they'll bring to their customers. The key is to position themselves as a one-stop resource and solutions provider.



## Reliable, Affordable Solutions

With the demand for business continuity solutions on the rise, channel partners need a solution provider they can count on to help them deliver what customers need. According to the Spiceworks survey, ineffective tools, lack of comprehensive solutions and concerns about reliability were cited as top challenges to selling business continuity solutions or services.

Carbonite addresses these challenges by offering secure, powerful and comprehensive business continuity solutions. We provide a suite of affordable services for data protection, recovery and anytime, anywhere accessibility.

Carbonite supports an extensive network of trusted partners who provide our cloud and hybrid data protection to thousands of businesses. The Carbonite Partner Program provides VARs and MSPs tools to grow their business and deliver the most comprehensive backup experience to their customer base – at an affordable price. Whether you focus on IT infrastructure for small to midsize businesses, commercial accounts, government or educational institutions, Carbonite’s line of hybrid solutions can meet your customers’ data protection needs.

To learn more about how you can leverage Carbonite’s affordable business continuity solutions, expert knowledge, and extensive resources to capitalize on this growing business opportunity, visit <http://bit.ly/1wZNLrb>.

[LEARN MORE](#)



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Sources:

- 1 "Disaster Recovery Preparedness Benchmark Survey," Disaster Recovery Preparedness Council, 2014. [http://drbenchmark.org/wp-content/uploads/2014/02/ANNUAL\\_REPORT-DRPBenchmark\\_Survey\\_Results\\_2014\\_report.pdf](http://drbenchmark.org/wp-content/uploads/2014/02/ANNUAL_REPORT-DRPBenchmark_Survey_Results_2014_report.pdf)
- 2 Spiceworks Voice of IT survey deployed to 78 channel partners in North America, October 2014
- 3 Derek Slater, "Business Continuity and Disaster Recovery Planning: The Basics," CSO, December 13, 2012. <http://www.csoonline.com/article/2118605/pandemic-preparedness/business-continuity-and-disaster-recovery-planning-the-basics.html#1>
- 4 "DR as a Service – Worldwide Forecasts and Analysis," MarketsandMarkets, 2013. <http://www.marketsandmarkets.com/Market-Reports/recovery-as-a-service-market-962.html>