

# Business Resiliency:

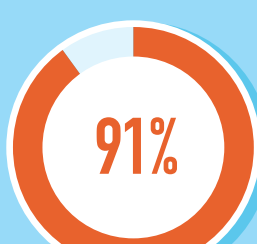
## Everything You Need to Know About This Essential Customer-Facing Strategy

It only takes one unexpected event to cause downtime that leads to data loss. In today's fast-paced, distributed IT world, help your customers achieve business resiliency so they can withstand whatever is headed their way.

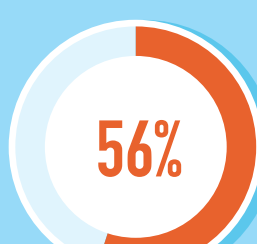
### What Is Business Resiliency?

It's the strategy organizations put in place to thrive in a digital transformation environment and survive in the face of unexpected disruptions that can leave them vulnerable to data loss or compromise.

### Businesses Are Feeling the Pain of Being Unprepared for the Unexpected



Have suffered a tech-related disruption in the past two years<sup>1</sup>



Experienced unrecoverable data within the last three years<sup>1</sup>

### Digital Transformation Is Creating Resiliency Gaps

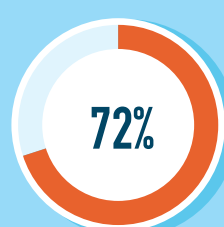
50% of companies are undertaking IT transformation or digital transformation<sup>2</sup>

45% say restoring reliability is a challenge<sup>2</sup>

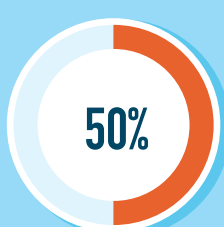
44% struggle with backup reliability<sup>2</sup>

40% wrestle with overall IT complexity<sup>2</sup>

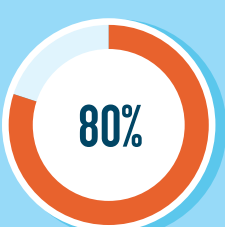
### Data Is More Vulnerable Than Ever



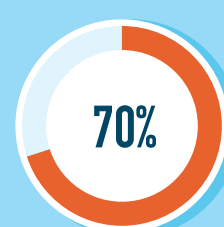
Increase in ransomware from 2019 to 2020<sup>3</sup>



More mobile vulnerabilities in customer data from 2019 to 2020<sup>3</sup>



Of companies experienced a cloud data breach in the past 18 months<sup>4</sup>



Of companies have suffered a public cloud data breach in the past year<sup>5</sup>

### Lack of Business Resiliency Comes at a High Cost

Every minute of downtime costs \$5,600<sup>6</sup>

94% of companies that lose their systems for 10 days or more don't survive<sup>7</sup>

43% close immediately<sup>7</sup>

51% go out of business in two years<sup>7</sup>

### Putting the Three Components of Business Resiliency Front and Center



#### Availability

To eliminate or minimize the incidence of downtime or disruption



#### Recoverability

To prevent critical data loss

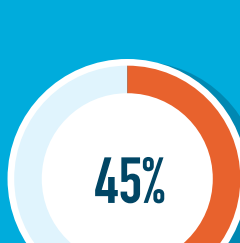


#### Redundancy

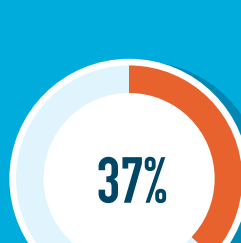
To align with continuity and compliance

### Customers Are Struggling to Achieve Resiliency on Their Own

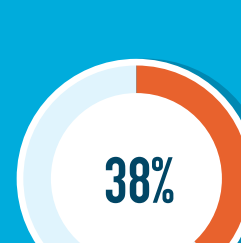
Data protection modernization and cloud-based data protection are top initiatives.



Have deployed cloud backup<sup>1</sup>



Have deployed DRaaS<sup>1</sup>



Will deploy new backup and recovery solutions<sup>1</sup>

### Differentiate by Simplifying Your Customers' Business Resiliency Approach

StorageCraft® provides a single platform for data backup, recovery, availability, redundancy, and DRaaS.



#### SOFTWARE StorageCraft® ShadowXafe™

SLA-oriented data protection and on-premises and fail-safe cloud recovery with integrated DRaaS.



#### HARDWARE StorageCraft® OneXafe Solo™

Plug-and-protect backup appliance to manage data protection from anywhere at any time.



#### DRaaS StorageCraft® Cloud Services™

Cloud-based DRaaS for scalable disaster recovery.

### Solidify Your Value With These Key Business Resiliency Strategies

#### EDUCATE

Customers on their need for resiliency

#### ALIGN

Your services with your customers' data resiliency needs

#### LEVERAGE

Leading technologies from StorageCraft to simplify your business resiliency approach



### Questions?

Reach out to your StorageCraft account manager to find out more about how our solutions can help you deliver Business Resiliency to your customers.

8855 Columbine Rd #150, Eden Prairie, MN 55347 | 801.545.4700

<sup>1</sup> CIO, "The 2019 Numbers are In - IDC's 'State of IT Resilience Survey,'" June 2019.

<sup>2</sup> IDC, "The State of IT Resilience," Aug. 2019.

<sup>3</sup> StorageCraft, "Partner Pandemic Pulse Check Survey," 2020.

<sup>4</sup> Security Magazine, "Nearly 80% of Companies Experienced a Cloud Data Breach in Past 18 Months," June 2020.

<sup>5</sup> HIPAA Journal, "70% of Companies Have Suffered a Public Cloud Data Breach in the Past Year," July 2020.

<sup>6</sup> IT on Demand, "The Ugly Truth About Downtime Costs and How to Calculate Your Own," May 2018.

<sup>7</sup> Flexential, "Balancing Data Resiliency With Data Recovery," July 2019.