



DISASTER RECOVERY THE HEARTBEAT OF BUSINESS CONTINUITY



DATA LOSS CAN COST YOU TIME, MONEY OR YOUR BUSINESS.

How would your business be impacted if one day your data was gone? An astounding 60% of businesses that experience the disaster of losing their data will close their doors within six months. Disasters can be weather related, operational, or more commonly, due to human error. Don't become a data loss statistic, protect your business. Disaster recovery is preparing for how your business will operate after a disaster.

The first step is to create a complete disaster recovery plan. If a disaster were to strike, how long could your business afford to be down and what type of data will you need recovered? On average, one hour of downtime costs small businesses \$8,000, mid-size businesses \$74,000 and enterprise-level \$700,000. If you already have a plan in place, it's always a good idea to consistently review and evaluate it to ensure adequacy.

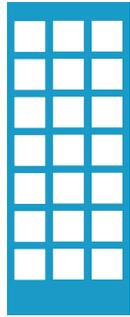
When approaching your disaster recovery plan, ask yourself:

- **How important is my company's data?**
Importance determines how and when your data should be backed up.
- **How frequently is the data updated?**
Knowing how often the data is updated will help determine the frequency of the backup.
- **What equipment will be used for backups?**
Choose equipment that meets your current needs, supports your growing business, and complies with security and compliance regulations.
- **When will the backups be scheduled?**
Identify down times to schedule your backups.
- **How long can we afford to be down?**
Identify the timeframe that your business and critical systems must be back in operation for your business to function. This is best done by measuring the revenue lost over time.
- **Where will we store the data off-site?**
Storing backups off-site is essential in the event of a natural disaster, and cloud services prove to be the most efficient and secure source of off-site storage.

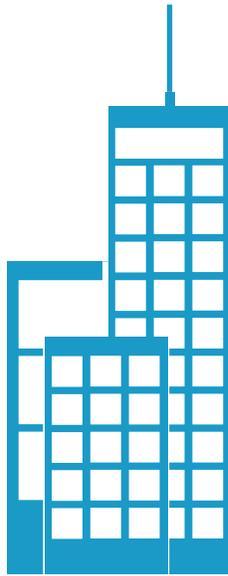
COST OF 1 HOUR OF DOWNTIME*



Small Business:
\$8,000 Per Hour



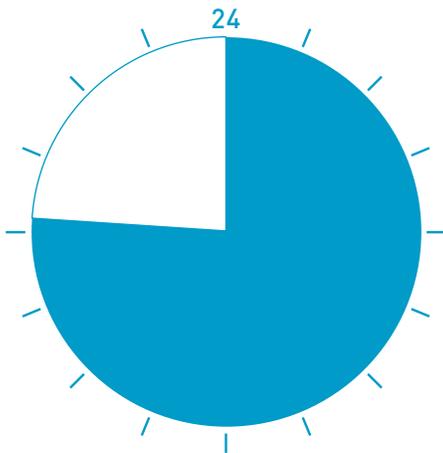
Mid-Sized Business:
\$74,000 Per Hour



Large Enterprise:
\$700,000 Per Hour



DOWNTIME COMES IN ALL SHAPES AND SIZES*



IT TAKES THE AVERAGE BUSINESS **18.5 HOURS*** TO RECOVER FROM A DISASTER

WE'VE GOT YOUR BACK(UP).

Alaska Communications will design a comprehensive plan for your organization considering key components crucial to your recovery.

Your plan includes a formal process to restore your business continuity when a disaster occurs. This includes re-establishing services, sourcing equipment, restoring data, and other essentials needed to restore your organization's operational capability. Our team will work with yours throughout the design, technology fulfillment, implementation and deployment process of your disaster recovery solution.

Your disaster recovery plan could one day save your business, so it is imperative to evaluate your plan as your business evolves. We are here to help evaluate the processes and latest technologies to fit your evolving needs. In the unfortunate event that a disaster does occur, our plan is to help your business thrive through it all: earthquakes, fires, and the most unpredictable disaster, human error.



To learn more about Alaska Communications Disaster Recovery service, visit: alaskacommunications.com email us at tellmemore@acsalaska.com or call **855-907-7001**.

*Sources:

resources.idgenterprise.com/original/AST-0113606_Analyst_Insight_Downtime_and_Data_Loss_How_Much_Can_you_Afford.pdf
www.netstandard.com/far-far-enough-disaster-recovery-site/ | www.infrascale.com/25-disaster-recovery-statistics-for-2015-infographic/

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