

Save



Improve Recovery Speed

Efficient Rehabilitation from Business Downtime

In a recent survey, 32 percent of respondents said that just four hours of downtime could be "fatal" to their company's existence. Though your company's situation may not be as dire, it can nonetheless be a significant challenge to implement a solution that provides the necessary levels of protection – with minimal impact to production – that is also cost-effective.*

Why is Improving Recovery Speed Important?

Recovery speed impacts all costs associated with downtime and ultimately affects your organization's bottom line. Service Level Agreements (SLAs) have fast become a standard throughout all business partnership and technical specification discussions. Often included in those same SLA discussions, exists a clause stating the business Recovery Time Objective (RTO). The table clearly shows that thousands, even millions of dollars can be lost within a matter of hours, regardless of your organization's industry.

Ask yourself: what would hours of downtime mean to my business and customers? How would such downtime affect my reputation and future business?

Vertical or Industry	Cost of Downtime (hourly)
Manufacturing	\$28,000
Transportation	\$90,000
Retail, Catalogue Sales	\$90,000
Retail, Home Shopping	\$113,000
Media, Pay Per View	\$1,100,000
Banking, Data Center	\$2,500,000
Financial, Credit Card Processing	\$2,600,000
Brokerage	\$6,500,000

Source: Eagle Rock Alliance

Recovery Speed Affects Business Productivity

As organizations large and small become further dependent on digital information and business systems, information technology becomes more directly related to personnel efficiency, vital business operations and financial outcome. Cost-effective yet sound storage solutions will help improve recovery speed, offering companies the extra time and money to drive profit enhancing initiatives while also considering alternative cost cutting measures – all without sacrificing the efficiency of their business.

Ask yourself: would downtime lead to penalties? How much downtime would cause me to fail to meet compliance /regulatory requirements? At what point would my organization get negative press? When does downtime become fatal to my company's existence?

Improving Recovery Speed Begins with You

Regardless of your placement on the org chart, or your sphere of responsibilities within your business, downtime affects everyone within and related to your organization. Consider what would happen if your e-mail were down for two hours, or your PC malfunctioned and could not be replaced for a day. How this would affect your productivity or the overall success of your organization? What if this productivity lasted for more than a day? A week?

Ask yourself: has my organization considered all penalties associated with planned and unplanned downtime? What about those companies that we pay to provide a service to us, have they carefully measured the impact of downtime and how it affects their customers?

Tiered Data Protection Appliances from Overland Storage® offer midrange and distributed enterprises the ability to improve recovery speed by offering a wide range of enterprise-level solutions at an affordable price.

Improving the speed of recovery ultimately affects the costs associated with downtime, impacts any organization's bottom line and helps address even the most demanding storage service level agreements.

High performance RAID arrays, advanced disk-based virtual tape libraries and best-in-class automated tape libraries ensure that the data can be quickly retrieved when needed. Overland Storage ensures that information is constantly protected, readily available, and always there.

*Continuity Central, "Global Business Continuity Practices" survey, 2006

