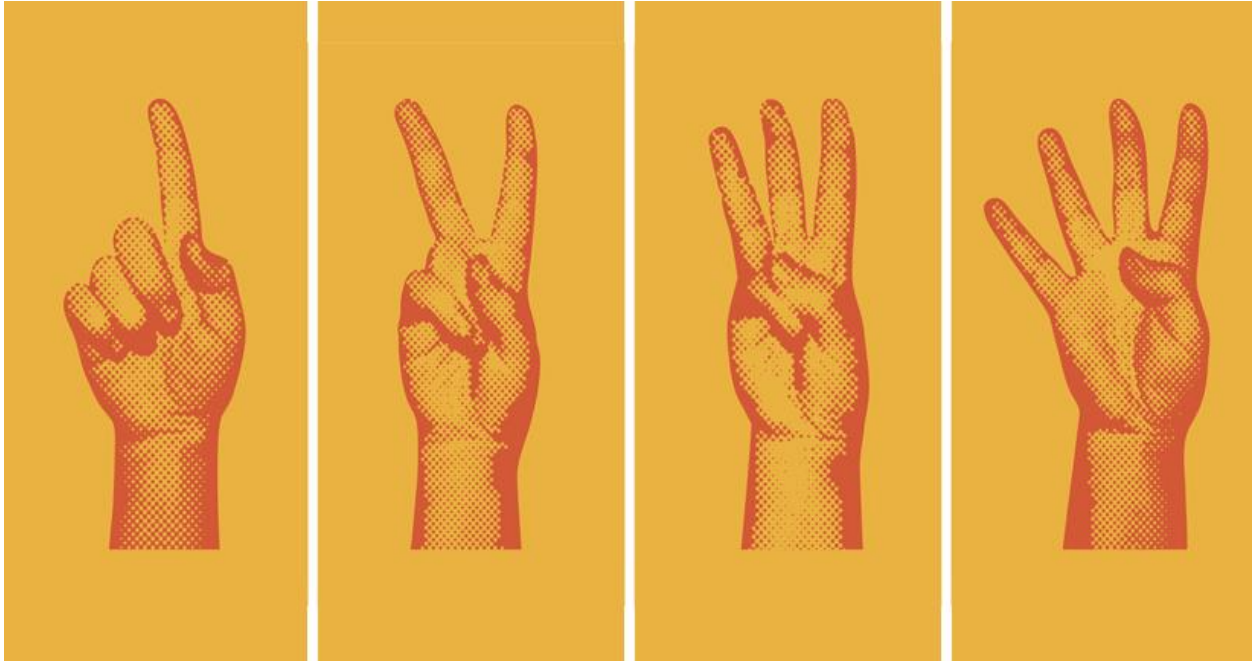


4 Benefits of Disaster Recovery Planning



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Many disasters can quickly knock out your entire corporate network or database. If you don't have a [disaster recovery plan](#) in place, chances are that the consequences will be severe. The National Archives and Records Administration reports that 93 percent of companies that experience data loss and downtime, extending for 10 or more days, will file for bankruptcy within 12 months. In addition, 43 percent of companies that do not have a disaster recovery plan will go out of business in the aftermath of major data loss.

A disaster recovery plan describes scenarios for resuming work quickly and reducing interruptions in the aftermath of a disaster. It is an important part of the business continuity plan and it allows for sufficient IT recovery and the prevention of data loss.

The obvious benefit of having a disaster recovery plan is business continuity, regardless of the circumstances. Having a strategic approach to business continuity can help a company in a number of other important ways.

Here are the top 4 benefits of disaster recovery planning:

1. Cost-Efficiency

Disaster recovery plans have multiple components. The most important elements include:

- Preventative measures that reduce the risk of a man-made disaster taking place
- Detective measures aimed at identifying unwanted events quickly

- Corrective measures that restore lost data and allow for business processes to resume in the aftermath of a disaster

To accomplish these goals, you will have to A) run analysis of potential threats, B) maintain IT systems in optimal condition, and C) seek innovative solutions that will guarantee business continuity and focus on cybersecurity.

On-time updates and opting for more innovative hardware and software can potentially save organizations a lot of money in the long run. Furthermore, an even bigger shift is being seen with more and more organizations adopting a cloud-based data management instead of local storage and operations. This pivot, as a part of disaster recovery planning, can minimize the cost of archive maintenance and the creation of comprehensive backups.

2. Increased Employee Productivity

A disaster recovery plan will have to be executed by the right people. When specific roles and responsibilities are assigned in advance, effectiveness and productivity will both increase.

In some instances, disaster recovery planning can mean having at least two people that are capable of handling the same task. Such redundancies can prove to be incredibly beneficial in the long run. When multiple employees are capable of handling a given task, organizations can benefit from peace of mind pertaining to overall the integrity of the network. Additionally, if someone is out on vacation or on sick leave, there will still be a qualified individual within the organization capable of dealing with the respective task.

Likewise, the same cross-training rule applies when an employee leaves the company. These are just a couple of scenarios that could be anticipated and addressed in a disaster planning strategy.

3. Greater Customer Retention

Clients today expect nothing short of perfection and reliability. They are not forgiving in the case of failures or downtime. When a certain business cannot meet their expectations, clients will simply move on to another service provider.

Disaster recovery planning enables businesses to maintain a high service quality, regardless of the circumstances. Reacquiring an old customer in the aftermath of an IT disaster can be nearly impossible – a disastrous effect that so many businesses have experienced firsthand.

In some industries, customers will be affected heavily by downtime. This is especially true for B2B service providers. The integrity of your business will affect the integrity of client enterprises. As a result, a chain reaction can lead to the potential failure of multiple businesses and a degraded reputation.

Reducing the risk of downtime and data loss means your clients can rest assured they will receive an adequate service even after disaster strikes. As a result, investing in disaster recovery planning is one of the imperatives when it comes to sustainable customer retention.

4. A Better Understanding of Scalability

One of the key things you will have to do when planning disaster recovery is identifying innovative solutions. Technologies like cloud-based data storage and backups simplify the process of archive maintenance, enhance the effectiveness of backups and reduce the cost of disaster recovery.

Because cloud options are easily scalable, they offer more flexibility than the maintenance of an onsite or offsite data center. A switch can be completed far before a disaster strikes (if ever) and as the technical demands of the company adapt, so too will the storage solution being utilized.

Disaster recovery planning begins with a thorough research and a comparison of possibilities. Businesses who engage in such a strategic process can quickly uncover data storage solution that makes a lot more sense than the one being currently utilized and that can be tweaked on the go.

Disaster recovery planning can streamline IT processes, help for the elimination of superfluous hardware and reduce the risk of human error. In a sense, you are not just preparing to recover in the aftermath of a disaster, you are working to make your business more resilient and profitable.