

# WHAT'S YOUR GAME PLAN FOR SELECTING A DISASTER RECOVERY PARTNER?

WORRIED YOUR ORGANIZATION IS AT RISK FOR AN UNEXPECTED BUSINESS INTERRUPTION?  
CONSIDER THIS

**70%** of businesses that experience a major data loss go out of business within one year<sup>1</sup>

It takes **21 DAYS** and **\$19,000** to recreate just 20 MB of lost accounting data<sup>2</sup>

## 3 QUESTIONS TO ASK WHEN DEVELOPING YOUR DATA MANAGEMENT STRATEGY

WHAT DOES MY DATA LOOK LIKE?

HOW BIG IS MY DATABASE?

HOW MUCH OF MY DATA IS MISSION-CRITICAL?

### CONSIDERATIONS WHEN DEVELOPING A DISASTER RECOVERY PLAN

#### DATABASE ACTIVITY

Do you handle online ordering, trading, fulfillment and point-of-sale transactions? Their high volume means special needs.

#### COMPLIANCE

What internal, external and industry regulations do you have to meet?

#### SEASONAL SELLING

Do you experience peak selling times, like over the holidays?

#### REMOTE LOCATIONS

Are your disaster recovery needs the same everywhere, or do they differ per location?

#### RECOVERY METRICS

Have you defined your Recovery Time Objective, Recovery Point Objective, Recovery Cost Objective and Recovery Application Objective?

**TECHNOLOGY SPEND**  
Is your current investment adequate or will it increase/decrease?

EACH BACKUP OPTION

HAS ITS OWN BENEFITS

or consider a hybrid approach

#### DISK

Partners well with all storage options

5-year life expectancy

Optimum de-duplication technology

Used by 60% of organizations

Reduces data center footprint

#### CLOUD

Ranks #1 in cost-savings impact for remote locations

#### TAPE





Most popular for secondary backups





Most cost effective

30-year life expectancy

### SCORE CARD

YOUR CHECKLIST WHEN CHOOSING A DATA MANAGEMENT PARTNER

-  Works with you to develop a storage and recovery strategy
-  Provides short, long-term and hybrid back-up approaches
-  Considers current technology investments
-  Offers data archiving and retention guidelines

-  Adheres to compliance guidelines
-  Assists with system retirement
-  Helps you evaluate the benefits of "rip & replace" vs. working with existing technology
-  Is technology-agnostic

Recall is leading the future of information management by empowering customers with complete visibility and control over their digital and physical assets from anywhere, any time.

Our integrated solutions help customers make good business decisions while maintaining compliance with increasing regulations and eliminating redundant resources, time and money – throughout the entire information life cycle.

To learn more about how your organization can recover from a data loss, visit: [shorturl](http://shorturl)

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