

## Was your business ready for Snowmegeddon 2010?

It doesn't take a major event such as hurricane, flood, earthquake, etc. to cause a significant impact to your bottom line. **More important is your customers quality of service perception in the global service market.**



The difference between how many companies dealt with the three day storm were vast. Only a small number of them had effective Business Continuity (BC) / Disaster Recovery (DR) plans. Those that did were least affected and managed to get their businesses up and running again very quickly, through the use of the plans and the cloud technologies they embraced.

Taking email and file storage as an example, consider a few of the ways that companies protect their data from disruption. Ideally a typical small or medium business backs up its email and files to tape. They have a mail and file server, and copy the data to tape at regular daily or weekly intervals. If something goes wrong, they go to the tapes to restore the data that was saved before their last backup. This data is not remotely assessable to allow employees to remotely collaborate in the event of a disaster or another Snowmegeddon.

With services like Google Apps and Cloud Backup, customers don't need to worry about the data they create and store. They get best-in-class disaster recovery for free, no matter their size. Indeed, it's one of the many reasons why the City of Los Angeles decided to go Google.

### Emergency!

*"As Day 3 of the storm battered London Tuesday, with half a winter's worth of snow or more expected by the time it ends, office towers and malls were deserted and a struggling transit system yanked its buses off the roads early and cancelled service for Wednesday."*

*London Free Press*

How do you know if your business continuity / disaster recovery solution is as strong as you need it to be? It's usually measured in two ways: RPO (Recovery Point Objective) and RTO (Recovery Time Objective). RPO is the time (relative to the disaster) to which you plan to recover your systems when things go wrong, and RTO is how long you're willing to go without service after a disaster.

No one likes preparing for worst-case scenarios. When you use IES+ services, you have one less critical thing to worry about.