

PROTECT YOUR DATA AND INFORMATION ASSETS

No matter what your business's size, location or industry is, data and information assets are critical to your business's operation and success. Despite this,

- ◆ Only about 35% of small businesses regularly back up their data.¹
- ◆ Last year, customer PII was involved in 44% of data breaches.²

SAVE YOUR BUSINESS FROM DATA LOSS

The following factors can wipe out the data of any business at any moment, including yours.

HACKING

Accounts for over 45% of incidents³

HUMAN ERROR

Accounts for over 15% of incidents⁴

SOCIAL ATTACKS

Accounts for about 20% of incidents⁵



45%

15%

20%

MALWARE

Accounts for about 40% of incidents⁶

40%

05%

DATA MISUSE

Accounts for about 5% of incidents⁷

THE CONSEQUENCES OF DATA LOSS



1

SEVERE DOWNTIME: The average per hour cost of downtime for small businesses is \$8,000.⁸

2

DAMAGE TO REPUTATION: Over 40% of customers will end their association with a business following a data breach or data loss.⁹

3

PENALTIES AND LAWSUITS: In 2021, British Airways was fined \$230 million by the U.K.'s Information Commissioner's Office for a data breach that affected nearly 500,000 customers.¹⁰

4

CLOSURE: Irrecoverable data loss can lead to a business owner's biggest nightmare — permanent closure.

Do you want the events mentioned above to happen to your business?

COST OF DATA LOSS

The most expensive component of a cyberattack is information loss.¹¹

The average cost of a lost record in 2021 was \$148.¹²

Businesses without robust BCDR faced an average of 2.5 hours of downtime every week.¹³



Can you afford it?



BCDR IS THE ANSWER

Business continuity and disaster recovery is a comprehensive process/approach that ensures a disaster or unpredicted event does not critically affect operations and core business functions or assets.

BCDR helps your business in the following ways:



OPERATIONAL CONTINUITY: BCDR goes beyond basic backups and can help you achieve seamless operational continuity during an accident, breach or disaster.

In fact, BCDR has helped many companies successfully embrace the “new normal” following COVID-19.



TAKES ON RANSOMWARE: Through the deployment of proper BCDR, effective defense against ransomware is possible.



DATA PROTECTION: Robust BCDR can help you protect sensitive data during uncertainties.

Sources:

1, 8 - Small Business Administration Bulletin, 2021
(sba.gov/category/facts-about-small-businesses/economic-bulletins)

2, 12 - Ponemon Cost of a Data Breach Report, 2021

3, 4, 5, 6, 7 - Verizon Data Breach Investigation Report, 2022

9, 11, 13 - National Cybersecurity Alliance

([Staysafeonline.org/cybersecure-business](https://staysafeonline.org/cybersecure-business))

10 - BBC

Are you unsure where to begin your BCDR journey? Don't worry, we can help. Our expertise and experience can provide you with the peace of mind you deserve. Contact us now.

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