



IT DIRECT

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## Ensure Business Continuity with Disaster Recovery Planning

# Ensure Business Continuity With Disaster Recovery Planning



Not having a strategy for backup and disaster recovery (BDR) can be a major drawback for the growth and success of your business. Failures can ruin productivity and result in a long, drawn out restoration process. Did you know that 43% of the companies that experienced data loss as a result of a disaster have not commenced business operations again, and 29% closed their doors within two years? Disaster recovery planning ensures quick restoration of lost, accidentally deleted, corrupted or inaccessible data. Disaster recovery is proven to be cost-effective and presents a call to action for files that were accidentally deleted or destroyed. Not only is there safety behind the implementation of a disaster recovery plan, but you will also see an increase in your organization's productivity. With disaster recovery planning, you ensure that your data and systems are secured, protected and prepared for anything.

At IT Direct, we have the tools and experience to ensure your organization's survival over any catastrophe with disaster recovery planning. Don't let any unforeseen circumstances ruin your business's productivity. We can properly secure your business data and protect your company with backup and recovery strategies and procedures.

## Disaster Recovery Planning: Protecting Your Business Against All Odds

A business continuity plan refers to a defined strategy meant to keep a business continuously operating regardless of any serious incidents or disasters that normally would have caused downtime. For your business continuity plan to be complete, it must include disaster recovery. Planning,

prevention, and preparation are the key components of successful disaster recovery planning. You must effectively plan for both internal or external threats that could negatively impact your company.

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**Despite any disruptions, an organization with a disaster recovery plan is able to adapt to any unexpected bumps in the road while maintaining continuous business operations ”**

### **Natural Disasters**

A natural disaster encompasses anything from rain and floods to biological agents, earthquakes, or volcanic eruptions. Natural disasters cannot be prevented, and mother nature is known to strike in the most unexpected times. However, your company can take the time to eliminate or reduce the potential damage from disasters by laying out basic security measures in your disaster recovery plan.

### **Human Errors**

Employee mistakes can leave you high and dry, but by establishing disaster response techniques, your team will be able to salvage any lost or damaged documentation. Protect your infrastructure through provisions that maintain the operations of your computers and allow data to be easily salvaged, replaced, or restored.

## **4 Steps to Successful Disaster Recovery Planning**

Business resilience is your company's ability to immediately pick up the pieces after disaster strikes. Despite any disruptions, an organization with a disaster recovery plan is able to adapt to any unexpected bumps in the road while maintaining continuous business operations and safeguarding people, assets, and overall brand representation. Here are four phases to practice your disaster recovery plan:

Change the Way You  
Think About IT

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### Infamous Historical Paradigms

“Airplanes are interesting toys  
but of no military value.”

-Ecole Superieure de Guerre, 1911

### Prevention

Identify your business’s potential hazards and pain points early on. Then you will be able to form precautionary measures to protect computers and data if the power supply is interrupted.

### Preparedness

This is where you take the time to draw out the written documentation of your response and recovery plan. Make sure you distribute the plan and documentation to appropriate locations on and off site. Notify your employees of the procedures and how you want them to respond.

### Response

Follow the established procedures for an emergency. Immediately begin to stabilize your environment and do your best to contain the damage.

### Recovery

Establishing a program that will restore both the disaster site and the damaged materials. You will have to determine the priorities for restoration work and begin reconstructing your systems.

## Our Partnership

Be prepared for any type of disaster and ensure business continuity with a disaster recovery plan. As a safeguard against unexpected data loss and technical errors, a disaster recovery plan guarantees your best chance of survival when you fall victim to unforeseen catastrophes. Here at IT Direct, we understand that disruption can cause huge dips in profitability and productivity. Contact us to find out more about our foolproof disaster recovery services today!