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5 Strategies to Initiate Disaster Recovery Planning

Prepare Your Customers for Worst-case Scenarios





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Introduction

Over the last 12 months, 69% of companies have accelerated their digital transformations, meaning the majority of IT infrastructure today relies on the cloud (Foundry 2022). It's easy for companies to think that because their information and critical systems are in the cloud, they are protected. However, worst-case scenarios do happen, and if businesses aren't prepared, they could face disruptions or even downtime.

In today's working world, unplanned downtime can be a threat to business, costing time, money, and data.

Despite this, many business leaders don't know the value of disaster recovery to business continuity.

You can help by talking to your customers about its value for recovering from unplanned downtime. Utilizing the strategies below, you can have better conversations with your key stakeholders and decision-makers about creating a disaster recovery plan.

69% of IT
companies



*have accelerated
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5 Strategies to Start the Disaster Recovery Conversation

1

Explain their gaps in coverage. It is well-known that cloud providers are not responsible for all worst-case scenarios, such as infrastructure failure, user or admin errors, software corruption, or malicious attacks – in those situations, responsibility falls on their customers. For example, [Microsoft's Shared Responsibility Model](#) clearly specifies that customer are responsible for protecting the security of their data and identities.

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Disaster Recovery

Check out AvePoint's Disaster Recovery infographic for a data visualization story on the importance of disaster recovery solutions.

Additionally, cloud providers cannot recover all objects. For example, Microsoft does not offer item-level restore for Azure Active Directory, and beyond the 30-day window, neither the user nor Microsoft customer support can restore a permanently deleted Azure AD object. Even if they can recover your items, it can take up to 48 hours, depending on the size of your data, and if it has been in the recycle bin too long, it will be impossible to recover at all.

Your customers could lose a lot if they do not have a plan or solution in place. Once they understand these gaps, they will see the need for a better or secondary backup solution to maintain business continuity.

2

Appeal to their logos. Many people need evidence that worst-case scenarios can happen to them. Some are swayed by stats and others are more convinced by real-world examples. A simple internet search can deliver both.

Use recent examples of big-name corporations who were hit by a disaster or unplanned downtime (you will be sure to find one), or, if you're using a more dated example, be sure it's something that made headlines to ensure it will have the intended impact.

When using statistics, pull from recent, reliable sources, like the Uptime Institute study that found one in five organizations report experiencing a "serious" or "severe" outage (resulting in significant financial losses, reputational damage, compliance breaches, etc) in the past three years, or the Dell study that found unplanned systems downtime cost organizations an average of \$513,067 in 2021.

3

Help them calculate the cost of their downtime.

There are two formulas that often come up when talking about calculating the cost of downtime: one determines productivity cost, and the other determines revenue loss. Use both formulas to calculate the total cost of downtime.

Productivity cost = $E \times A \times C \times H$

E = number of employees affected

A = percentage of employees affected

C = average cost of employees per hour

H = number of downtime hours

Revenue loss = $(GR/TH) \times I \times H$

GR = gross annual revenue

TH = total annual business hours

I = percentage of Impact on the business or individual employee

H = hours of downtime

With this cost in mind, it's easy to see that, while disaster recovery is an investment, the cost of not investing is much higher. This is particularly clear when you note that there are some costs that can't be calculated, such as damaged reputation or lost customers. Their investment in disaster recovery will pay back dividends in uptime when they are protected from business disruptions.



Ask direct questions about their current recovery plans.

Often, it's hard for business leaders to see vulnerabilities in their business continuity, assuming they can bounce back from anything. It takes a worst-case scenario to occur for weaknesses to become apparent, and then it's too late.

FREE EBOOK



Read the eBook:

Use our *Conversation Starter* in our [Role of Backup in Business Continuity eBook](#) to inform and guide your conversation with key stakeholders.

You can help by proactively identifying weak spots in their strategy. However, you must tread carefully here, as many business leaders don't want to be told a laundry list of all the things they are doing wrong.

Be gentle. Play to their ego by guiding them to realization.

Let them come to the conclusions themselves by prompting them to see where they could improve.

Consider questions such as:

- Do you know what events you are or are not covered from, and do you discuss this with your management team?
- How do you test recovery plans?
- Do you generate, or have access to, any reporting regarding your backup coverage, RTOs, and RPOs?
- Do you have an outline of key events of actions that need to be prioritized in event of an outage?
- What are your RTOs/RPOs for your systems and do they meet business requirements?
- What teams in the organizations have access to custom business applications and what is your plan for protecting and recovering them in event of an incident?

These direct questions work in two ways: they will help your customers conclude they need to improve their disaster recovery strategy and they also establish your expertise, indicating that you may be a strong partner to help them develop their new plan.



Highlight benefits and offer solutions. A [Forrester study](#) found that nearly 80% of businesses indicate they'd invest in a technology that would accelerate their middleware restart and recovery process.

Decision-makers want solutions to prevent or limit downtime but may not realize they are within their budget or bandwidth.

Talk to them about specific products, such as [AvePoint Cloud Backup](#), with capabilities for Microsoft 365, Google Workspace, Salesforce, Dynamics 365, and now Microsoft Azure, which includes Virtual Machines (VMs), Active Directory (AD), and Storage. Detail how easy they are to use and highlight their benefits. Emphasize that these products work to fill gaps and weaknesses in the native options and include additional features like granular item-level recovery, out-of-place restore, and 24/7 access to a support team.

LEARN MORE



Add Value with AvePoint Solutions

Discover how AvePoint backup solutions can help you deliver disaster recovery services and grow revenue.

The Bottom Line: Helping business leaders understand the importance of disaster recovery can be difficult, but once they see the pitfalls of not protecting their data and systems, they will see the business value that backup and disaster recovery provide.

► ***Use our conversation starter flyer on the next page to kick-off your communications with your clients about the importance of investing in disaster recovery.***

Disaster Recovery

Prepare for the Worst, Protected No Matter What

In today's modern working world, reliable IT systems are the backbone of businesses everywhere. But what happens if these systems go down? How will you ensure you can get your business back up and running, without resulting in costly downtime?

When you have a disaster recovery plan, you don't need to worry about worst-case scenarios because you'll have a plan, no matter the situation.

What is Disaster Recovery?

Disaster recovery is a method of reestablishing functionality and access to your IT infrastructure after disaster events, which could include system failures, natural disasters, cybercrime, or even human error.

It's important to note that data backup is not disaster recovery. Both are essential to business continuity, but one does not replace the other.

While backup protects your content, disaster recovery prevents organizational-wide downtime by ensuring you have a functioning IT system on standby. One without the other would leave you vulnerable.

Why Disaster Recovery?

Microsoft acknowledges failures happen, and they cannot protect your business-critical Microsoft 365 data, your devices that connect to your network, your permissions, groups, and policies for access assignments, or your accounts, including users, licenses, and subscriptions to get access to Azure services.

These failures could result in business disruptions, which could cost you time, data, and money.

→ **1 in 5 organizations** experienced a "severe" or "serious" outage in past 3 years

→ **1 in 2 organizations** suffer business process disruptions due to a breach

→ **\$513,067** Average cost of unplanned systems downtime

→ **44%** lost confidential data

Ask yourself:



Which of our critical systems would be affected in event of a natural disaster, system failure, or cyber attack?



What is our response plan to reestablish these systems if a worst-case scenario occurs?



What are two to three scenarios that could put my company out of business, and do we have a proactive plan to mitigate these risks?

If you don't have an answer to any of these questions, you are not protected.

Benefits of Disaster Recovery

- Quick response
- Easy recovery
- Ensure user access
- Decreased downtime
- Risk management



Worst-case scenarios happen.

Disaster recovery planning is about preparing for and countering scenarios that may bring your business to a halt and cost you valuable uptime.

4 Steps to Begin Building Your Recovery Plan

1. Build an inventory of your critical applications and systems
2. Understand workflows for each department to identify gaps or weaknesses in the system
3. Invest in backup and disaster recovery solutions
4. Develop a plan of action guide with roles and responsibilities

AvePoint is the largest SaaS data management provider for M365, specializing in **Migration, Management & Protection** of M365, and **Forrester recently awarded AvePoint** with the highest possible score & the #1 best offering in the SaaS Data Protection market. We also launched a brand new **partner program** last year, after going public on the Nasdaq.



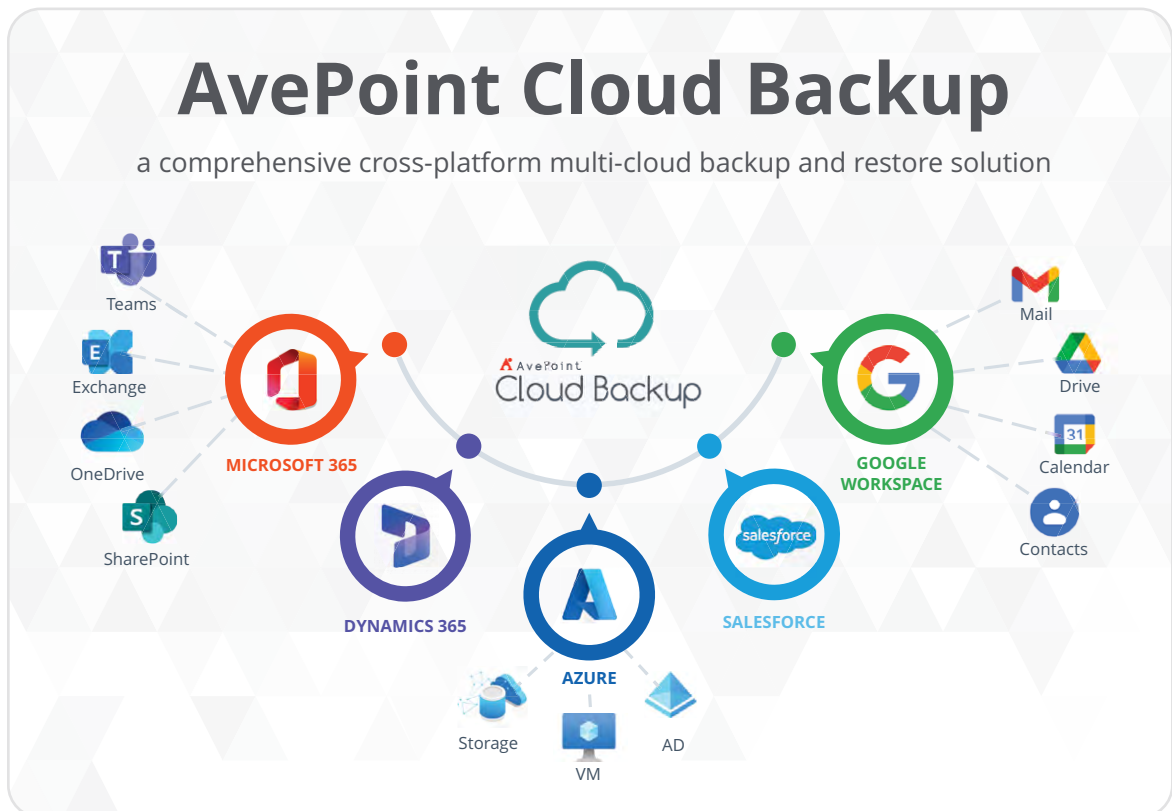
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AvePoint Backup Solutions Can Help Drive Revenue

With AvePoint's [easy-to-use solutions](#), you can deliver thorough coverage and faster recovery across your customer's organizations. With solutions that cover Microsoft 365, Azure Active Directory & Virtual Machines, Dynamics 365, Salesforce® and Google Workspace and functionality that extend beyond the limitations of the native offerings, you can protect your customers from ransomware attacks, user errors or permission fiascos to ensure business resiliency.



AvePoint Fills the Gaps



Comprehensive backup with granular restore

- Combat ransomware attacks, user errors or permission fiascos and ensure business resiliency
- Supports Microsoft 365, Azure Active Directory & Virtual Machines, Dynamics 365, Salesforce® and Google Workspace



“Single Pane of Glass” overview

- Central command dashboard that summarizes backup and restore details of latest jobs, backup scopes, and frequency, all hosted within AvePoint Online Services.



Quickly recover or export backup data

- Prevent disruptions, downtime, and data loss
- Securely store data in AvePoint’s scalable Azure storage or a private cloud with out-of-place recovery and cross-region export



Near zero configuration

- Business rules and filters enable users to quickly choose the objects to backup and setup flexible retention policies
- Create multiple backup scopes, customize schedules and data retention

LEARN MORE

Boost Cloud Confidence

 **AvePoint Cloud Backup**
For Azure VM

Exceed customer expectations with AvePoint Cloud Backup.



Conclusion

We're ready for other worst-case scenarios in our life – natural disasters, accidents, job loss– why aren't we preparing to protect our most valuable work assets from these catastrophes? A disaster recovery plan is no different than storm windows or car insurance.

That's because no one can account for mother nature or freak man-made disasters 100% of the time. Things happen. Disaster recovery is insurance that no matter what happens, your business won't stop running.

Once your key stakeholders see this, you can begin to build their comprehensive backup plan, helping your customers ensure their assets are protected, whatever circumstances may occur.



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