

Why Increased Data Threats Are Driving

# DRaaS Adoption

## THREATS

are coming from internal and external sources

### INTERNAL THREATS

- Equipment Loss
- Phishing Email Actions
- Human Error
- Disgruntled Employees
- Excessive Access Levels
- Insufficient Employee Vetting
- Social Engineering

### EXTERNAL THREATS

- Cyber Attacks
- Viruses
- Application Specific Hacks
- Phishing
- BYOD + IoT Adoption
- Natural Disasters

## SECURITY THREATS ARE INCREASING BUT SO ARE NATURAL DISASTERS

7<sup>th</sup> 2017 Hurricane Season is 7<sup>th</sup> most active in U.S. History

Tornado outbreak and wind damage across many Midwestern states. Nearly **1,000,000** people lose power. Total Estimated Costs: \$2.1 Billion

Excessive Rainfall/Floods in California caused substantial property and infrastructure damage. Total Estimated Costs: **\$1.5 billion**

2017

Wildfires burned 8.4 million acres, surpassing the 10-year annual average of **5.9 million acres.**

## IT pros are rethinking DISASTER RECOVERY

IT downtime costs are estimated at **\$26.5 billion** in lost revenue. Can your company afford to not have a disaster recovery plan in place?

Incidents of ransomware in healthcare are on the rise, causing **72%** of the industry's cyber security attacks. Are you prepared?

Customers expect **24x7 availability**. Downtime generally means a loss of clients and revenue.

### DOWNTIME COSTS

#### COMPLIANCE & AUDITS

Businesses need to keep data for compliance, audit or tax purposes. Don't assume the right technology is in place. Having only one copy of data is generally a huge mistake.

#### RAPID DATA GROWTH

90% of all the data in the world has been generated over the last two years. You can no longer keep buying more disc space. Today's companies need a better approach to data management and disposal.

#### MACHINE & MAN-MADE FAILURE

Combined, technology and human error account for over 50% of data loss. This means that your business data has a 50% chance of loss due to simple man or machine-made mistakes.

#### DIFFERENT DATA SOURCES NEED PROTECTION

With the evolution of the cloud, companies must protect, on-premise data as well as cloud-native apps. The old technologies just can't cut it.

## COMPANIES NEED DR FOR

### AVOID RECORD LOSS

Since 2013, over nine billion records have been lost, stolen or compromised.

US businesses lose over \$12 billion per year because of data loss.

### FULL RECOVERY

Less than half of ransomware victims fully recover their data, even with backup

### SURVIVAL

20% of businesses experience a failure (fire, flood, power outage, natural disaster, etc.) in any given year.

According to the US Bureau of Labor, 80% of those businesses will go under in just over a year.

## What is the adoption rate for DRaaS?

The Disaster Recovery As A Service (DRaaS) market is projected to be worth \$12.54 billion by 2022.

The average yearly growth rate of the DRaaS market is estimated to be 46% through 2021, according to research firm MarketsandMarkets.

By 2018, more organizations will be using DRaaS than traditional recovery services, according to research by Gartner Inc.

## What can YOU do?

- 1) PREPARE for the possibility of a breach**  
Create a Disaster Recovery Plan.
- 2) EXAMINE your network infrastructure**  
Make sure you know where the possible security gaps are and where to plug them.
- 3) IMPLEMENT a strong Data Retention Policy**  
Protect the data you need to keep for compliance. Dispose of what you don't need. More data means an increased level of risk and a higher need for comprehensive data protection.
- 4) MOVE your Disaster Recovery to the cloud**  
Examine the options of moving your DR to the cloud. The industry is moving in that direction.

## CONTROL AND CONFIDENCE IN YOUR DISASTER RECOVERY STRATEGY

Comport Technologies has the expert knowledge and years of experience to help you navigate the possibilities and perils of protecting your corporate data. Companies today are facing challenges in protecting their internal information. We offer services to help you feel confident that your data is protected and quickly recoverable.

**CONTACT COMPORT TODAY**  
TO LEARN MORE ABOUT OUR DISASTER RECOVERY SOLUTIONS



www.comport.com

**New England**  
100 Federal Street  
Boston, MA 02110  
(800) 830-0330

**New York**  
1460 Broadway  
New York, NY 10036  
(800) 830-0330

**Mid Atlantic**  
1735 Market Street  
Philadelphia, PA 19103  
(800) 830-0330