



Importances of business continuity

“Emergencies that can jeopardise your organisation”

The first step in a sensible business continuity process is to consider the potential impacts of each type of disaster or event. This is critical - how can you properly plan for a disaster if you have little idea of the likely impacts on your business/organization of the different scenarios? Every year nearly one in five businesses suffers a major disruption, and planning to deal with those disruptions is widely regarded as good business sense.

Effective business continuity planning is critical to ensure that the essential functions of your business can carry on despite an emergency. Many businesses will already have plans to deal with sudden commercial risk. These may include events such as the failure of critical suppliers, an unexpected bad debt, industrial action, human errors or internal sabotage, computer virus, natural disaster or the discovery of a serious fault in a product or process.

IDC reported that up to 80% of a companies' data may reside on desktops and notebooks. A recent Meta Group review states that amongst companies who have encountered disasters such as loss of data, 50% of them never reopen and 90% go out of business within the next 2 years.

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Furthermore the pandemonium resulting from the “MyDoom” virus and most recently the revelation that a portion of Microsoft’s source code has been made public on the internet, has increasingly highlighted the vulnerability of cooperate data to virus and hacker attacks. While the “MyDoom” virus causes havoc by creating the denial of services of certain websites, more powerful viruses such as “I love you” in 2000, “ Sobig” and “Blaster” in 2003 left a trail of destruction that ruined files, hard drives and other critical data with damages worth billions of dollars.

The idea of taking precaution is a better solution then cure. Who knows when something like this might happen? Who can guarantee that your business might survive in such an ordeal? If you still do not have a business continuity plan in place, then you might consider REDiSAFE.

REDiSAFE provides data protection for what you value most. Data being so crucial to every business deserves a protection. A comprehensive and effective data protection solution would have to address both the user’s requirements and the concerns of the IT department. IT departments need a solution that is simple to deploy, administer and manage- one that does not involve costly and complex consulting, integration and maintenance. In addition, the solution should offer seamless and automated data protection for users and

enable them to recover their data anytime, anywhere via a friendly interface to the current new computer system.

REDiSAFE provides the highest level of assurance at the lowest total cost of ownership with no hidden cost. Armed with a reliable DR plan that is simple, secured and cost-efficient, an organization can overcome disasters quickly with true business continuity.

