

Build Business Resilience with Backup and Disaster Recovery



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Your organization is running smoothly, without a single hitch. Your clients are making orders, your suppliers are right on schedule with their delivery times, and you're ready to expand the business. You're experiencing the highest level of operational efficiency you've had all year, with impending deadlines in the air, and then... disaster hits.

Whether it's a power surge, a cyber attack, or a simple user error – disasters happen, and what is most important is your organization's ability to recover quickly and securely after the event.

Maybe your first call to action is to alert your IT team and request an ETA on resolution. After jumping through many hoops and finally getting into contact with the right person, you ask for the latest backup tapes to restore your business-critical files. After several hours, which feel more like several days, you're told that not only are the tape backups not up-to-date, but that not all of them are even viable.

As shocking as it may seem, scenarios like the one above have played out in businesses of almost every size and industry. At Infinity, we know the critical importance of protecting your data. We care about delivering reliable, modern, sometimes innovative IT solutions that keep your business running smoothly despite unexpected disasters and catastrophes.

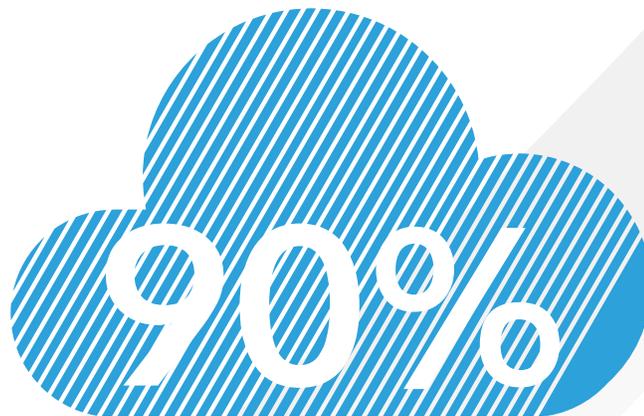
Disasters Happen. Cloud-Based Backup and Disaster Recovery to the Rescue.

BDR is the three-letter acronym used to describe a solution essential to virtually every organization today. Having a robust [backup and disaster recovery](#) plan is the newest approach to protecting your sensitive data.

Fortunately, tape backups are no longer the only form of backup around. A truly powerful and effective BDR solution works by providing automated Cloud backups, data replication, and rapid recovery in the event of a disaster. Not a single tape is needed!

Moving BDR to the Cloud: The Business Benefits

According to Forrester, companies spent over \$114 billion on Cloud services in 2016. Additionally, IDC estimates that backup-as-a-service and recovery-as-a-service will account for \$1.023 billion by [2018](#). And Gartner predicts that by 2020, 90% of disaster recovery operations will [run in the Cloud](#).



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There's no question that Cloud-based backup and disaster recovery is here to stay. Rather than being one of the 50% of organizations with an inadequate disaster recovery plan, you may want to consider the Cloud.

Here are the most essential qualities to look for in your BDR solution:

- Hardware Compatibility
- Flexible Pricing Model
- 24/7/365 Support
- Proven Recovery Time



“IDC estimates that backup-as-a-service and recovery-as-a-service will account for \$1.023 billion by 2018.”

The Cost of Downtime

Research indicates that the average [cost of downtime](#) is about \$100,000 per hour, with some enterprise organizations reporting over \$1 million per hour. And recovery from a disaster can take

several days or even weeks without proper planning. Rather than leaving your business wide open to risk, Cloud-based BDR helps you maintain productivity despite disasters stemming from natural catastrophes to hardware or software failure.



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Our Partnership

However major or minor a disaster may seem, the downtime and loss of data it can cause could be detrimental to any business. At Infinity, we make backup and disaster recovery simple and effective, helping businesses identify their essential assets and ensuring continuity when disaster strikes. [Give us a call](#) to start planning today.



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