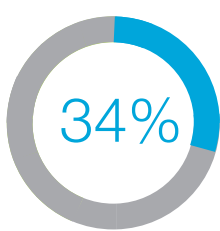
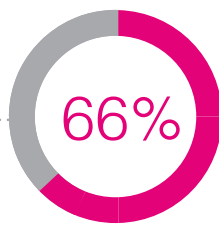


UK businesses fail to implement DISASTER RECOVERY plans

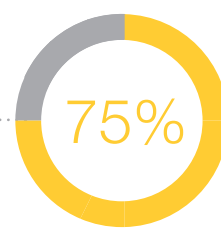
A study by **Quorum** reveals how many companies are struggling to deploy disaster recovery procedures despite being aware of their vulnerability to threats.



Only one-third of UK businesses could recover in a few minutes if a disaster were to occur



Two-thirds of businesses are not able to recover more quickly



of UK IT professionals predict threats to their business downtime will increase in 2016

Despite being aware of the risks:

37% of all UK businesses do not test their disaster recovery plans

How damaging is downtime?

30% of enterprises in Europe don't have a good disaster recovery plan, says a CA Technologies survey of 200 companies. The survey found that IT outages are frequent, lengthy and cause substantial damage to a company's reputation, staff morale and customer loyalty.



79% of DR tests are not complete and representative*



23% of all recoveries fail*

60% of UK businesses suffered downtime in the past **12 months***

There are many causes of downtime not just natural disasters

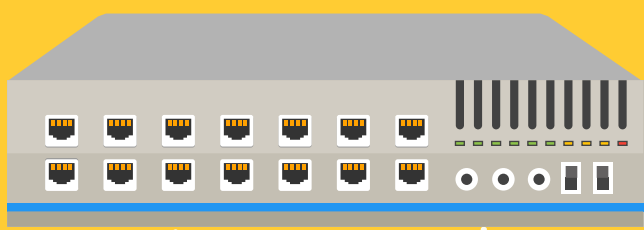
67% of IT disasters are due to **human error***



87% don't have an adequate **disaster recovery plan** if something goes wrong*

How much would an hour of downtime cost you?

Cost per hour of downtime**



Downtime costs UK businesses an estimated **£10.5 billion** per year

50 TB or less
£140,000

50-100 TB
£270,000

101 TB or more
£810,000

Cloud disaster recovery service

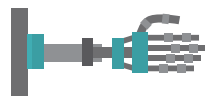
Not only does the financial services sector face increasing compliance issues, business downtime can also affect their reputation. However, cloud computing has made disaster recovery affordable for businesses of all sizes.



Cost effective
hardware and application agnostic, plus you only pay for what you use



Flexibility
add or remove production systems, changes can quickly be reflected in the DR environment



Automated
simple to manage, no manual intervention



Accessibility
access your DR environment from anywhere with an internet connection



Reliable
frequently tested without disruption

Azure Site Recovery: protect your business

Cost efficient, ready-when-you-are server recovery, Azure Site Recovery provides all the benefits of a second data centre:

Azure Site Recovery: half-day workshop

A free half-day workshop by an experienced Northdoor cloud consultant to confirm cloud readiness in your environment. Contact us today to find out more.



StorSimple: protect your data

StorSimple complements Azure Site Recovery to help financial services companies to manage data growth and lower storage costs by up to 60% while improving disaster recovery and compliance.

StorSimple: POC

A Proof of Concept is an ideal way to discover how your company can benefit from a hybrid tiered storage solution.

- Scalable so you don't have to keep buying SANS
- Tiered storage
- Manage and protect data estate
- Supports Windows, Hyper-V, VMware and Linux servers over iSCSI connections
- Up to 500 TB per array (includes cloud storage)
- StorSimple cloud snapshots are used instead of tape backup or remote replication
- Improve disaster recovery and compliance
- Migrate and copy data through the cloud

If you need advice on...



how to safeguard your financial services organisation, or to arrange an **Azure Site Recovery** workshop or **StorSimple POC**, contact **Northdoor** today.

* According to a recent survey by EMC Corporation

**Source - IDC: Measuring Cost of Downtime and Recovery Objectives Among U.S. Firms, IDC QuickPoll Survey, July 2013 and Storage User Demand Study 2013.