

Q4 2010 DATA BACKUP

The survey was conducted during the fourth quarter of 2010 and is based on responses from 117 business owners, CEOs and IT professionals at small to medium sized businesses. Industries represented include financial services firms, insurance companies, technology firms, healthcare organizations and many more.

INDUSTRY SURVEY RESULTS

How Soon Will Your Data Be Restored After A Disaster?

Although disaster recovery and business continuity are the top two drivers for doing backups, only **55%** of SMBs are confident their data will be restored flawlessly within hours of a disaster.



How Expensive Is The Cost Of Downtime?

More than **37%** of the SMBs who responded find that the cost of downtime is "thousands of dollars per hour".



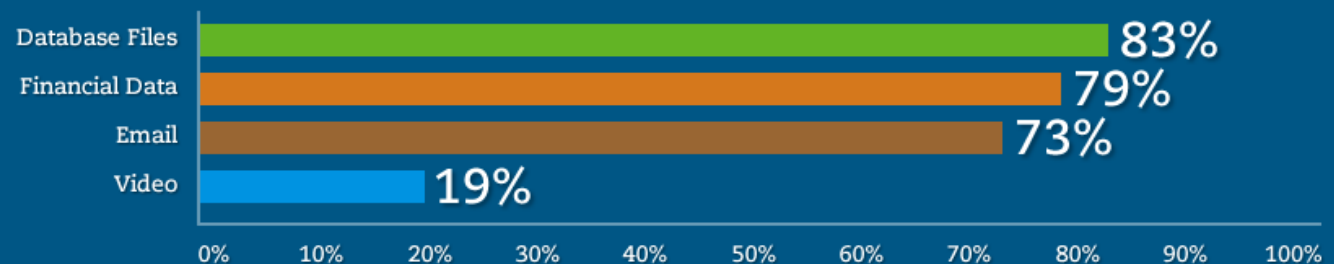
How Often Do You Check Your Backup Status?

Not every organization checks the status of its backup process – only **52%** of respondents check their backup process on a daily basis. **14%** percent of respondents say they check on a weekly basis, while **9%** say they never check.



What Kind Of Data Is Important For You To Back Up?

Data that is backed up varies from organization to organization. Database files (**83%**) were the most important information that needs to be backed up, according to respondents. Financial data (**79%**), email (**73%**), and productivity applications (**52%**) also scored high. Video files (**19%**) were the least important data to be backed up, based on the options given.



Backup And Recovery Recommendations

- Data backup is not a "set and forget" operation – it needs to be continuously monitored by experts who know your environment and know how to restore your applications/data properly.
- Prioritize all of your applications/systems to ensure that your recovery plan restores your most critical data first.
- Run disaster recovery test drills on a regular basis – make certain you can recover the necessary data in the event of a disaster to the designated alternate location.