



## ***A Cautionary Tale... Do Your Customers Know?***

**SPOILER ALERT** – Though not a pleasant story, there is still time for a Happily Ever After ending for your Business Disaster Readiness (BDR) planning should disaster strike.

*“93% of companies that lost access to their data for 10 days or more due to a disaster filed for bankruptcy within one year”* - National Archives & Records Administration in Washington.

Many non-regulated small to mid-size companies do not have BDR plans and solutions in place.

Do your customers know you are not prepared if a disaster strikes your company? Not every disaster is a hurricane, or flood. Here is a sampling of actual events.

- Water main breaks, flooding the basement and destroying all systems at the company’s datacenter
- Power lines are cut, shutting off power to the building
- Regional telecommunications outage, shutting down all internet connectivity for a company
- Wild fires destroy several buildings. The buildings not destroyed cannot be accessed, preventing a company from conducting business
- While fully staffed and on-site; a company cannot conduct business due to a critical Third Party suffering an outage and being unavailable
- Inclement weather prevents a company from having sufficient staffing onsite to conduct business

### **Myths of the Marketplace**

Are Small to Mid-Size Businesses BDR Ready? When this subject has been discussed, here are some paraphrased samples of responses received.

*“...we are not big enough to worry about BDR...”*

*“...companies are betting that an insurance policy is cheaper and addresses their BDR needs...”*

*“...talk to IT, they handle everything”*

*“...you will waste more time and money trying to sell BDR to a small business...”*

*“...it costs a lot of money for BDR readiness...”*

### **The Hard Questions**

Do your customers know whether you are one of the majorities of companies who are not BDR ready? If your customers knew you were not prepared, would those customers still choose to do business with you?

Do your customers know that if disaster strikes, you may not be able to recover? In the event you are able to return to operations it may take weeks or months. Who is going to support those customers during that time?

In an event where your staff cannot gain entry into your building, do your customers know that you do not have a reliable and secure method to access systems remotely in order to continue conducting business?

If you are a customer, do you know the answers to these questions about who you do business with?

***In short, do your customers know that while your company is not prepared, your competition is?***

### **The Silver Lining**

**Disaster Readiness Solutions**, with custom products like ***The Small Business Assessment***, provides the first step in building a strong, scalable BDR program at a cost to fit your budget.



Contact [DisasterReadinessSolutions.com](http://DisasterReadinessSolutions.com) for more information or to schedule an appointment and take the first step to your company’s BDR Happily Ever After.

***Let your competition sweat the hard questions.***

Follow **Disaster Readiness Solutions** on [LinkedIn](#)