

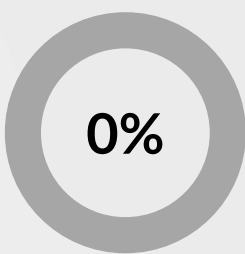
# Ensuring Business Continuity

We Can Handle IT

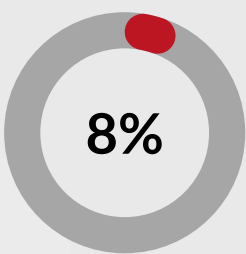
The average cost of downtime for small to medium-sized businesses (SMBs) is **\$1,410** per minute.\*



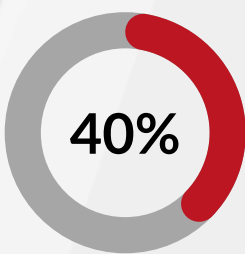
## Is Your Business Prepared for the Unexpected?



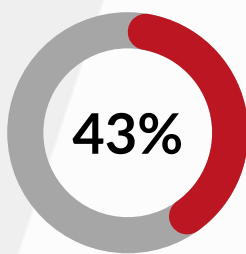
of data loss is guaranteed by Microsoft



of SMBs who paid ransom demands recovered all of their data



of SMBs never reopen after a disaster



of SMBs do not have a recovery plan

## With Our Business Continuity Solution You Can:

- Keep your business running
- Avoid ransomware payments
- Back up critical data
- Recover data 24/7
- Satisfy cyber insurance criteria



# 3-2-1

The 3-2-1 backup rule is an industry best practice and involves saving at least 3 copies of data on 2 different storage types in multiple locations, with one offsite version (unplugged, not network accessible, cloud doesn't count.)

## How to Implement Your Business Continuity Plan



### Develop a Plan

outline your recovery strategy



### Get an Assessment

identify critical data & applications



### Talk to Experts

know your vulnerabilities



### Communicate Often

hear it from the CEO



### Test Regularly

improve processes & response

## We Have Business Continuity Covered

Need a roadmap? Start a partnership with us and gain peace of mind knowing you have a custom business continuity solution in place.

Get a Free Business Continuity Assessment

[Security@trustsystems.co.uk](mailto:Security@trustsystems.co.uk)



\*Veeam 2022 Data Protection Trends Report