

Successful SMB Cloud Strategies Include DR And BC Plans

SMBS NEED TO CONSIDER DR PLANNING FOR THE CLOUD



Despite increasing cloud adoption, small and medium-sized (SMB) firms are **unprepared to recover quickly** if there is a cloud or service outage caused by a physical or cyber threat.

82%

of decision-makers use cloud to extend, transition, or transform their business, but **a third have not incorporated public cloud** workloads into their IT disaster recovery (DR) planning.

EXISTING DR AND BC PLANS FOR THE CLOUD ARE INSUFFICIENT

In fact:



Only 24% think their business continuity (BC) plan currently meets the needs of their business very well.



Only 22% are very confident their firm's DR plan will meet the needs of their business next year.



54% don't have a formal DR program in place at all.



PREVENT BUSINESS REPERCUSSIONS BY PLANNING FOR CLOUD DR AND BC

Firms recognize that failing to prepare a DR and BC plan for the cloud would result in a plethora of damages.

99% of SMB leaders are concerned that their DR and BC plans could fail.



Top concerns with DR and BC plan failures include:

47%
data exposure

43%
damage to brand reputation

41%
loss of revenue

FIRMS REAP OPERATIONAL AND FINANCIAL BENEFITS PREPARING DR AND BC PLANS

With the right preparation, firms expect business benefits, including:

- 58%** ability to get back online faster
- 54%** faster backup processes
- 51%** better customer experience
- 47%** better employee experience
- 44%** improved brand reputation
- 38%** less financial losses

Base: 372 global SMB decision-makers of overall strategy/purchasing/technology
Source: A commissioned study conducted by Forrester Consulting on behalf of Datto, September 2021

