The **Always-On** Smart Enterprise

Is your business prepared?
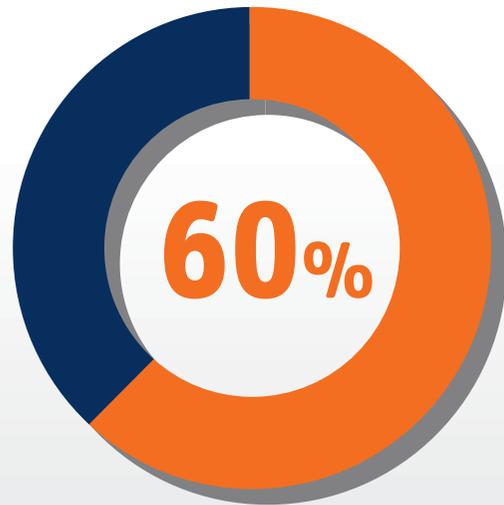
Disruptions in business critical applications can seriously damage business health.

www.necam.com/expresscluster

THE HARD TRUTH ABOUT BUSINESS ~~CONTINUITY~~ *Survival*

ERP, POS, Email, Line of Business Apps

60%

60% OF ORGANIZATIONS EXPERIENCE UP TO **10 DISRUPTIONS** EVERY YEAR, **LESS THAN 50%** ARE PREPARED.

42%
EXPERIENCE UP TO **4 HOURS** OF DOWNTIME ANNUALLY.

20%
EXPERIENCE UP TO **24 HOURS** OF DOWNTIME ANNUALLY.

4%
EXPERIENCE UP TO **72 HOURS** OF DOWNTIME ANNUALLY.
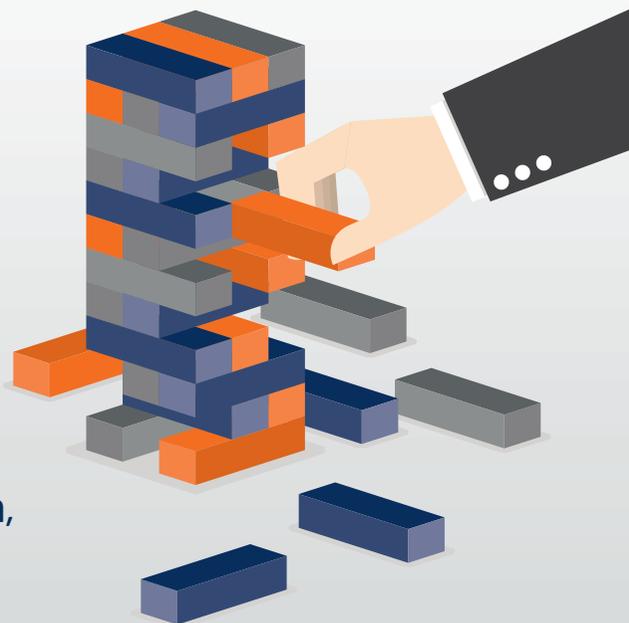
A SINGLE DOWNTIME EVENT CAN COST AN SMB

$ 10.790 **TO**
$ 25.600 Per Hour

Support Costs:
Help desk, inbound communications, investigative activities, remediation, legal costs, product discounts, identity protection services, regulatory intervention

Lost business Costs:
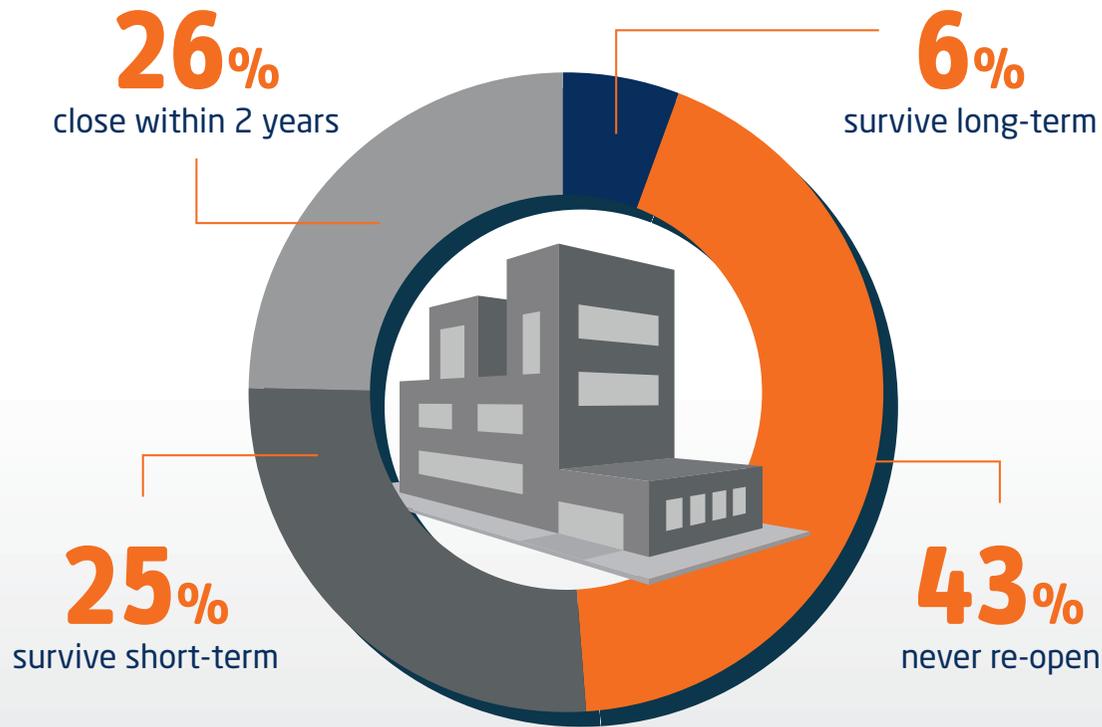Lost customers, damaged reputation, diminished goodwill

"

THE IMPRESSION THAT DOWNTIME ONLY IMPACTS BIG COMPANIES IS FALSE.

ARUN TANEJA GROUP

DOWNTIME CAN RUIN YOUR BUSINESS

26%
close within 2 years

6%
survive long-term

25%
survive short-term

43%
never re-open

3 in 5
U.S. businesses are not confident they can recover quickly from a disaster.

NEARLY 50% of customers will avoid a brand in the future if they've had to wait more than 5 minutes for customer service.
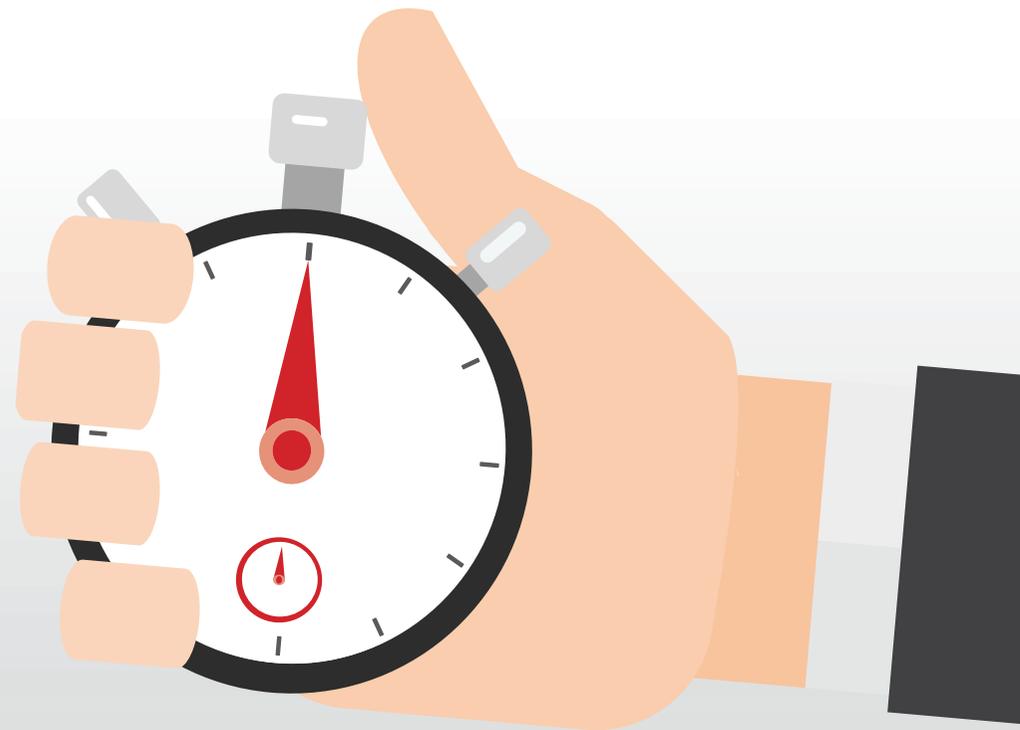
80% companies have not developed crisis management to provide IT coverage to support business continuity to keep the business functioning.

IS YOUR BUSINESS PREPARED?

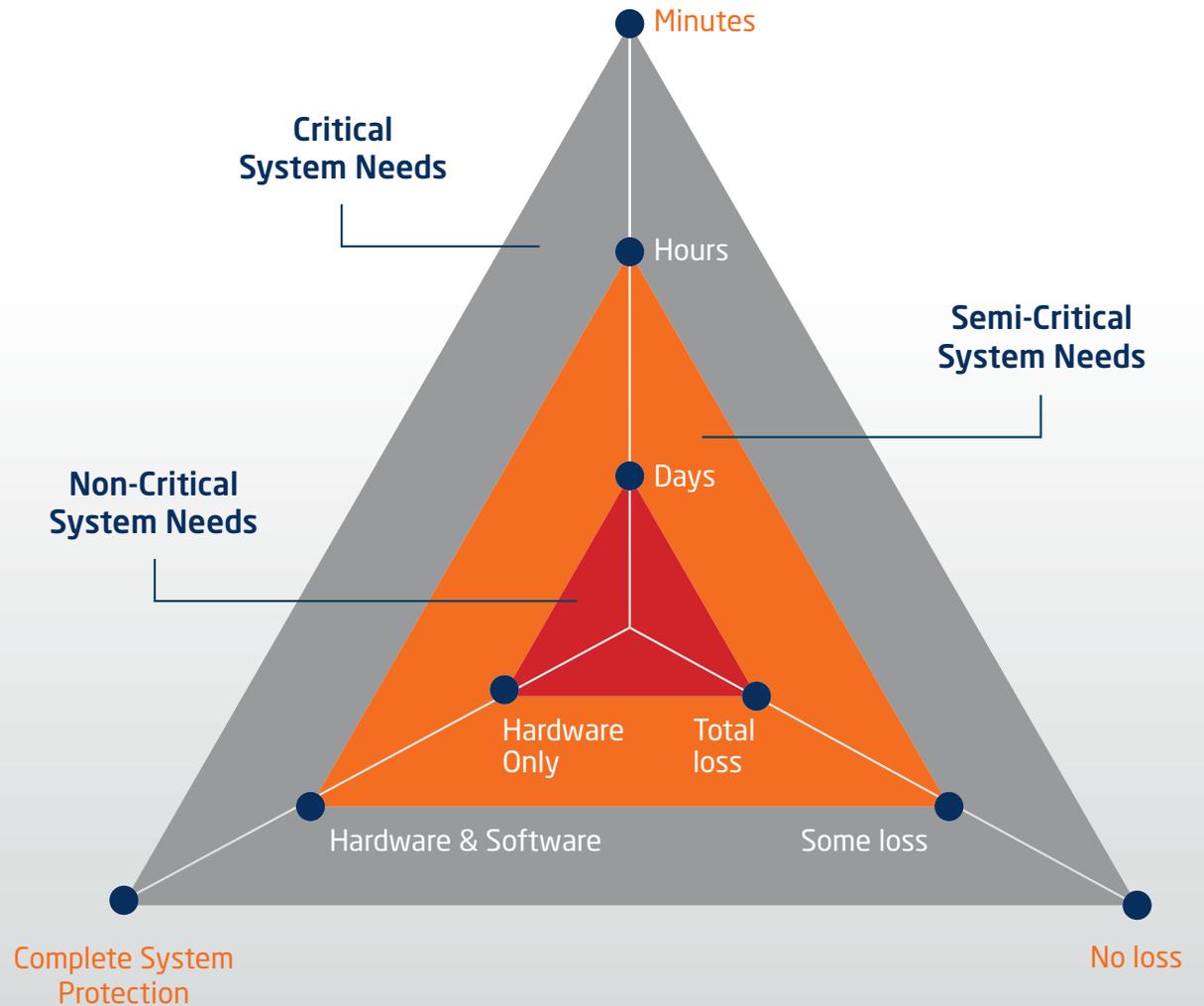## HOW LONG CAN YOU AFFORD TO KEEP YOUR HEAD IN THE SAND?

52% of SMBs can tolerate
<1 HOUR OF DOWNTIME
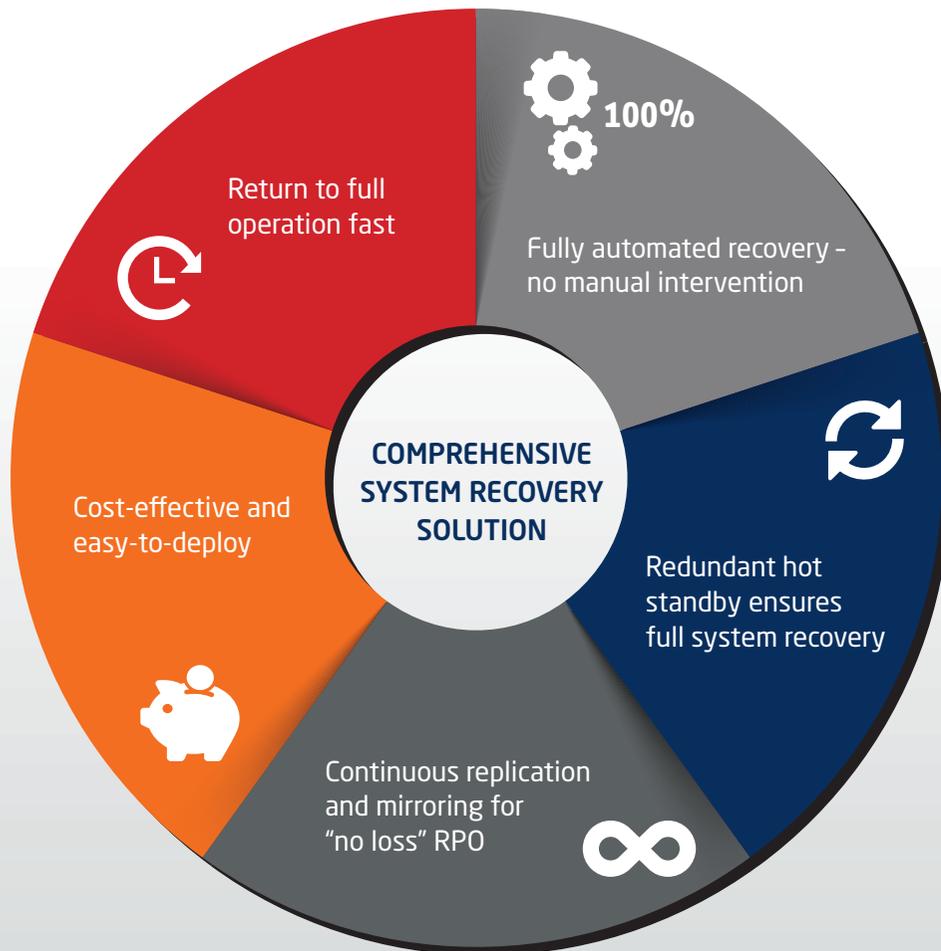for critical applications

RECOVERY TIME OBJECTIVE - RTO

How long can your business be down

?

Minutes

Critical System Needs

Hours

Semi-Critical System Needs

Days

Non-Critical System Needs

Hardware Only

Total loss

Hardware & Software

Some loss

Complete System Protection

No loss

WHAT SHOULD BE IN YOUR
BUSINESS SURVIVAL PACK?

100%

Fully automated recovery – no manual intervention

Return to full operation fast

COMPREHENSIVE SYSTEM RECOVERY SOLUTION

Redundant hot standby ensures full system recovery

Cost-effective and easy-to-deploy

Continuous replication and mirroring for "no loss" RPO

Learn more about how to protect your critical applications with NEC's Express Cluster high a vailability and disaster recovery solution.

www.necam.com/ expresscluster

Valuable Pillars on which to Build the Smart Enterprise

NEC combines its advanced technologies, services and knowledge to help ensure the safety, security, efficiency and equality of society – enabling people to live brighter, more enriched lives.

Combining our capabilities and rich portfolios in Communications and IT, NEC can provide government authorities, individuals and enterprises with solutions that cover the full spectrum of their operations. The level of integration between NEC's network, server, storage and enterprise communications solutions highlights the power of these technologies – and reinforces the benefits our customers receive.

Smart Enterprises leverage these technologies to optimize business practices, drive workforce engagement and create a competitive edge. This is how NEC empowers the Smart Enterprise, and why the Smart Enterprise relies on NEC.

Americas (US, Canada, Latin America)
NEC Corporation of America
www.necam.com

EMEA (Europe, Middle East, Africa)
NEC Enterprise Solutions
www.nec-enterprise.com

www.necam.com/expresscluster