

# The **Always-On** Smart Enterprise

Is your business prepared?

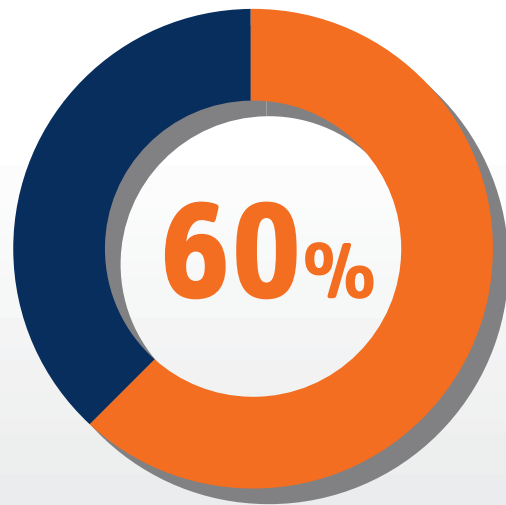


Disruptions in business critical applications  
can seriously damage business health.

*Survival*

# THE HARD TRUTH ABOUT BUSINESS ~~CONTINUITY~~

ERP, POS, Email, Line of Business Apps



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



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



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



EXPERIENCE UP TO **72 HOURS** OF DOWNTIME ANNUALLY.

A SINGLE DOWNTIME EVENT CAN COST AN SMB

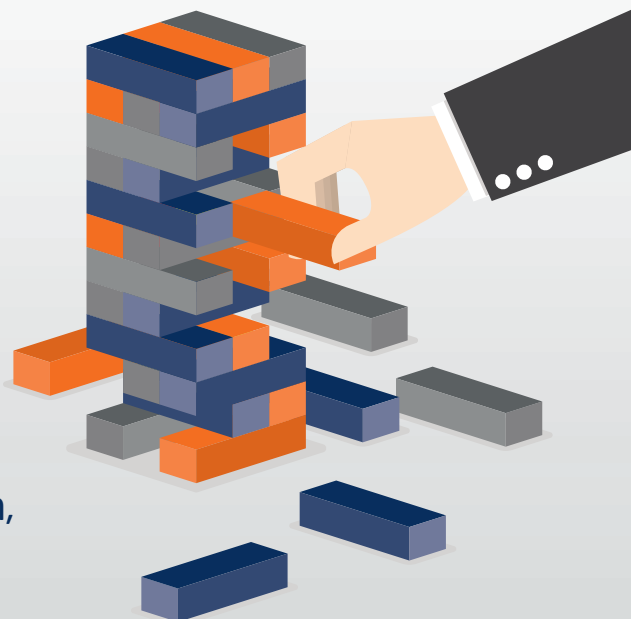
**\$ 10.790** **TO**  
**\$ 25.600** Per Hour

**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

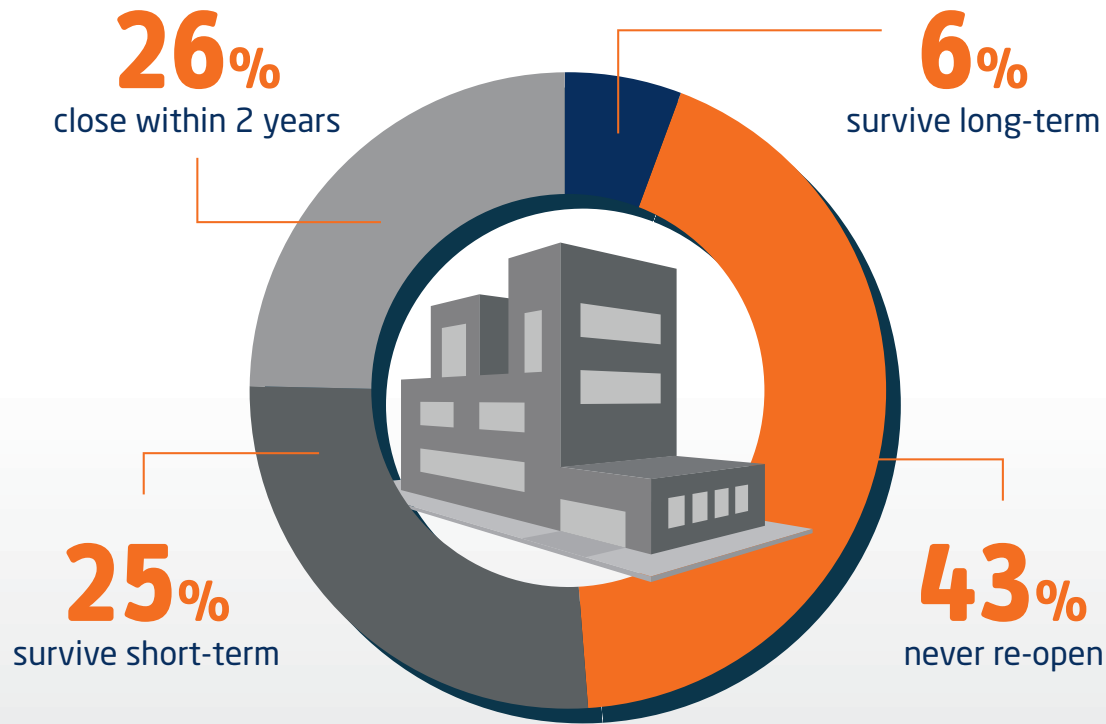


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**THE IMPRESSION  
THAT DOWNTIME  
ONLY IMPACTS  
BIG COMPANIES  
IS FALSE.**

ARUN TANEJA GROUP

# DOWNTIME CAN RUIN YOUR BUSINESS



**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.

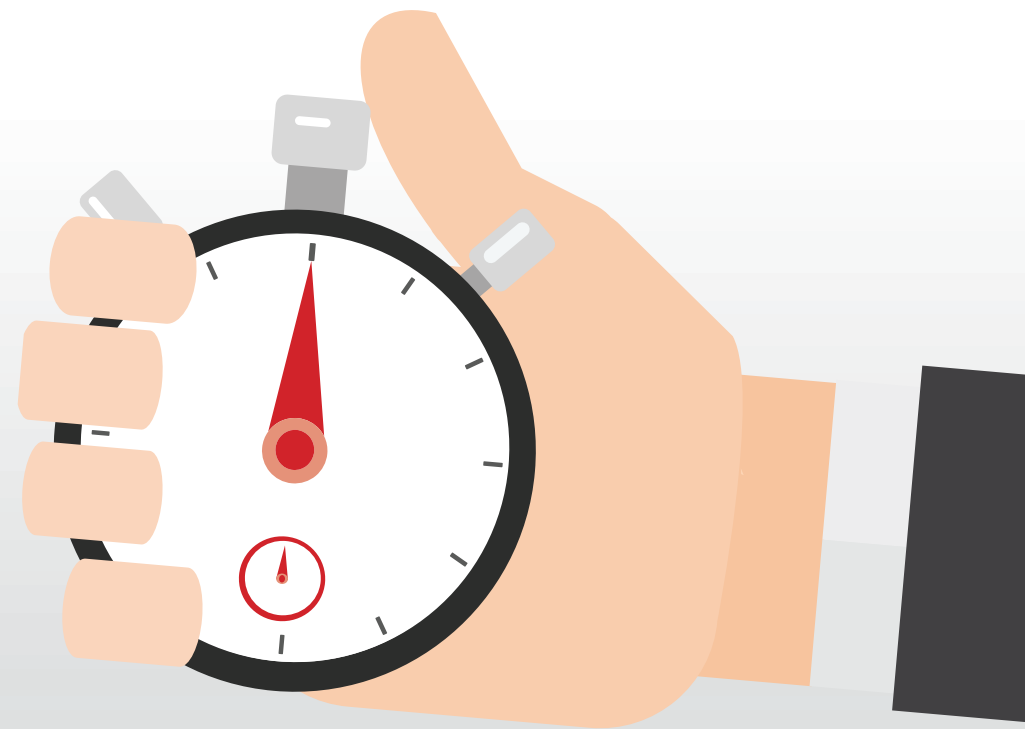


**80%** companies have not developed crisis management to provide IT coverage to support business continuity to keep the business functioning.

# IS YOUR BUSINESS PREPARED?

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

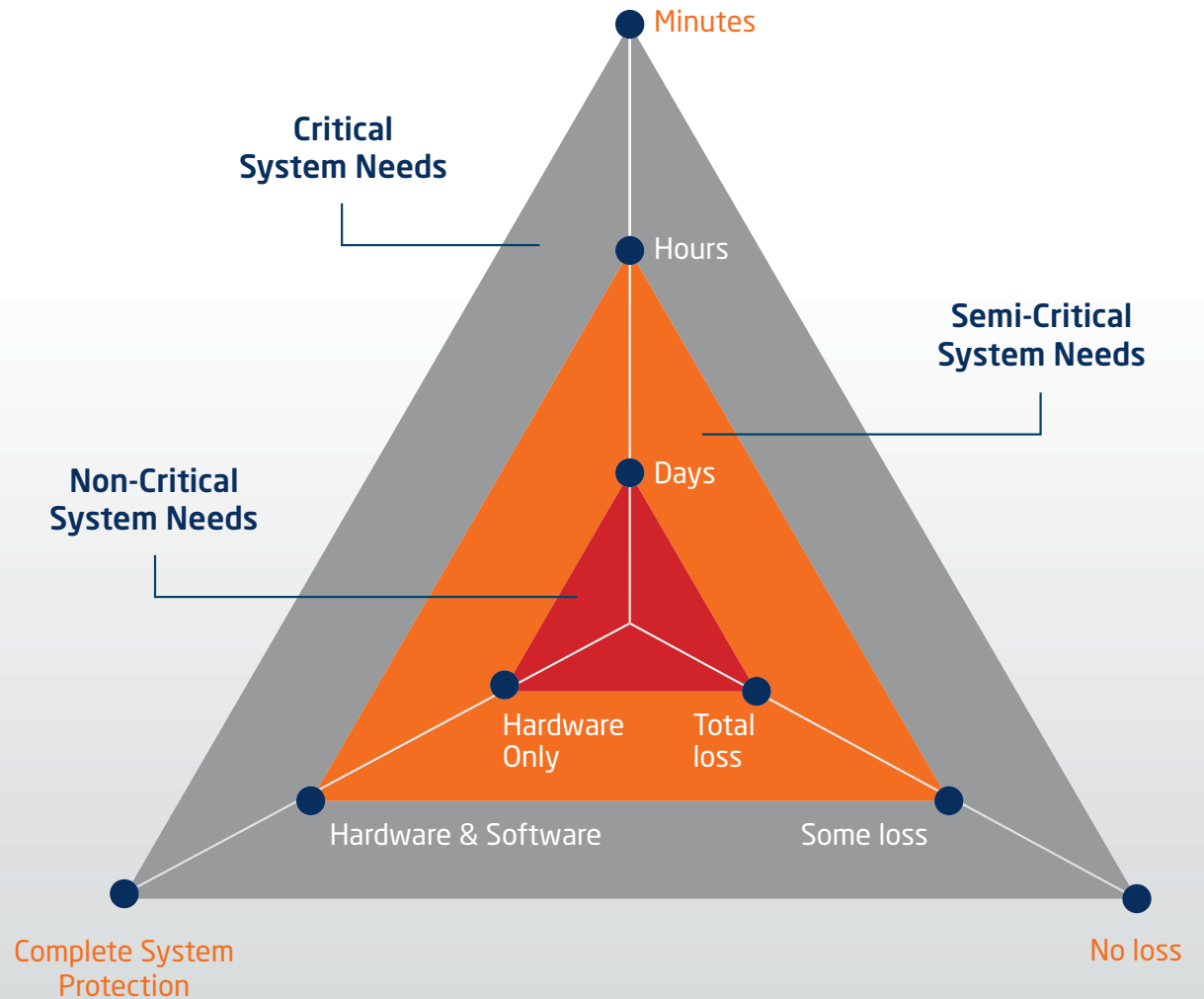
52% of SMBs can tolerate  
**<1 HOUR OF DOWNTIME**  
for critical applications



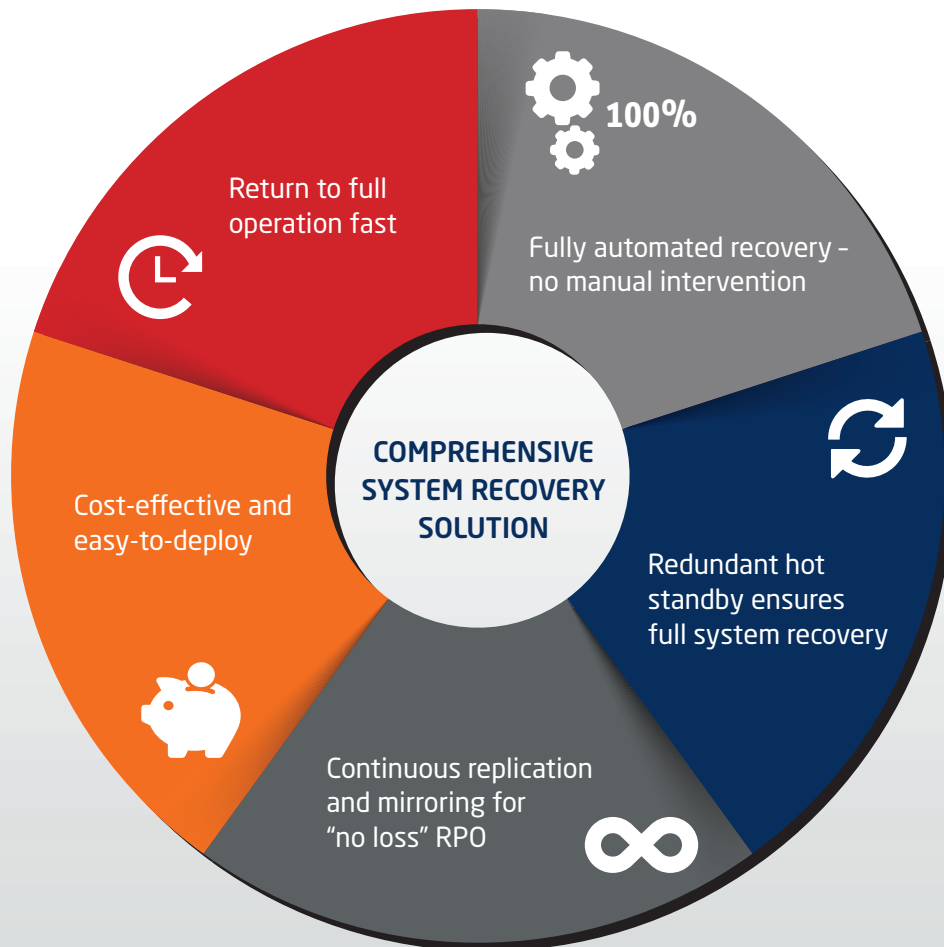
# RECOVERY TIME OBJECTIVE - RTO

How long  
can your  
business  
be down

?



## WHAT SHOULD BE IN YOUR **BUSINESS SURVIVAL PACK?**



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

[www.necam.com/  
expresscluster](http://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.

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