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**Eliminating Downtime  
with the Proper Business  
Continuity Strategy**

# Eliminating Downtime with the Proper Business Continuity Strategy

Essentially every enterprise is dependent on data these days and there are countless ways a business can suffer a catastrophic data loss: fire, power loss, theft, natural disaster, network collapse, etc. This is the reason why data backup systems are so critically important to the longevity of any business.

But it's not as simple as merely having a backup plan: even if you have good reason to be confident that your data and systems backup plan is reliable—that all your data is in fact being safely backed up—how quickly can you retrieve it and



be back up and running your enterprise? That's the dirty little secret in the world of data backup and systems restoration: not all plans are created equal. If you can't be certain that, in case of catastrophic loss, your backup solution won't be able to get you back in business very quickly, the downtime could cost you dearly; maybe put you out of business completely.

## **Downtime Equals Money Loss**

Concerns about the disaster that would result from data loss is what leads companies to establish a backup plan in the first place, but simply imposing one can lead to a false sense of

security. Backing up your data is only the first step—being able to swiftly restore business operations is the other part of the equation because downtime equals money out the window.

Every moment of downtime means money isn't being generated. By calculating your hourly, daily, weekly and monthly revenues and expenses, you can quickly determine just how costly it is for your business to be non-functional. Beyond the direct loss of revenue, there's the indirect damage done by the harm done to the reputation of your business when you can't function. That cost may be incalculable. Regardless, the financial costs of downtime increase with every passing moment.

Data restoration can be extremely difficult and time-consuming, depending on the cause, unless an effective plan has been developed and implemented to account for your business' most important priorities. The specifics of business continuity will be different for different types of companies, of course. A durable goods retailer will have a different set of priorities, for instance, than a financial services enterprise or a healthcare provider. While there will be some overlap, undoubtedly, each business will have different elements that need to be restored immediately in order to resume operations. An appropriate disaster recovery plan will account for these specifics.



## **Customized Solutions for Customized Needs**

The key to any recovery solution is to prioritize the needs of your business and develop a plan that will address those concerns in case of catastrophe. The best approach to take is to arrange a consultation with an IT professional with experience in designing and implementing data backup and recovery solutions. An experienced consultant will be certain to create a workable solution based around your company's specific priorities that will have your critical systems up and running again to allow you to get back to business with minimal downtime.

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