



*Offering Business Continuity Solutions for SMBs*

## ABSTRACT

The reliance on ERP and CRM software has made data management vital to the success of businesses. However, there are certain instances when businesses suffer from catastrophic business failure. This may be due to natural disasters, hardware or software problems, human error or cyber-attacks. Most large corporations have their own business continuity solutions, but SMBs lack the capital to implement similar solutions. As a result, over 70 percent of SMBs fail within a year of experiencing catastrophic data loss.

Answer I.T. provides SMBs with customized business continuity. With over 12 years of experience, Answer I.T. has the technical know-how and business acumen to make a business continuity solution tailored to your business' specific needs. Our services range from file / folder backup, image-based data backup to disaster recovery with cloud virtualization of your server for complete failover within 30 minutes or less so you can keep working. Our customer support representatives are always available 24/7 to ensure that any technical or network problems are dealt with as soon as possible. Our services are better than most competitors because of our experience, customer-centered approach and our 100 percent U.S.-based services. We do not outsource to others making our business continuity solutions faster and more reliable.

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## INTRODUCTION

The reliance on ERP, CRM, Industry Specific software and on-premise data management has made I.T. infrastructure vital to the success of businesses. Most businesses rely on different database solutions to improve the customer experience or to run the day to day operations. This may be business centered like running Enterprise Solution Software or Customer Relationship Management solutions to improve the business operations. Clearly, data has become the lifeblood of businesses including SMBs. This means that any catastrophic data loss can be detrimental to the success of a business.

Numerous different factors can cause data loss including:

- i. **One of them is natural disasters.** Cases of flooding, hurricanes, fires and earthquakes that can destroy business premises.
- ii. **Another cause is hardware failure.** Many SMBs rely on mechanical hard disks in their computers and databases that are prone to failure. Even those that adopt SSD hard drives are not immune to data loss.
- iii. **The third cause is human error** It is not uncommon for employees to accidentally or intentionally delete crucial files, applications or an entire database..
- iv. **The fourth is software corruption.** Computer viruses are becoming more advanced leading to catastrophic data losses. The ILOVEYOU virus resulted in the loss of \$10 billion worth of data while the Code Red virus infected 1-2 million servers.
- v. **Denial of service (DOS) and Ransomware attacks.** DoS and Ransomware attacks are the most popular cyberattacks used by hackers. Last year a ransomware attack affected thousands of European servers, causing losses resulting in millions.

Many large corporations understand this, and they implement some business continuity solutions to help minimize the losses caused by catastrophic data loss. However, SMBs do not have the capital to implement these solutions. This does not mean that SMBs do not need business continuity services.

Statistics suggest that in The United States alone, there are 23 million SMBs that account for 54 percent of all sales in the country. Approximately 22 percent of SMBs experience catastrophic data losses. This is approximately 5.06 million SMBs. As a result, over 70% of SMBs fail within a year of experiencing

catastrophic data loss according to [PriceWaterHouse Coopers](#) . This is a figure of 3.54 million SMBs in The United States alone. Clearly, business continuity for SMBs is important to reduce the failure rate.

Catastrophic data loss affects the business in a myriad of ways. It can lead to business downtime that results in operational costs without any income. As a business owner with employees, you need to maximize the man hours spent. If the business is down for the week, the operational cost will remain the same but the revenue will drastically fall. This can potentially put your firm in financial jeopardy due to the cost of lost labor productivity.

Additionally, it can lead to a loss of customer order information. An example is a business that handles e-commerce or drop shipping. If the business' servers suffer catastrophic loss, they will not be able to execute orders that were undelivered before the server went down. This causes a loss of distrust that may be detrimental to a business that is growing its brand.

## THE ANSWER I.T. SOLUTION

### WHO IS ANSWER I.T.?

Answer I.T. is an U.S.-based company providing a full range of I.T. services to both Small & Medium Businesses in Greater Madison, WI and to the Hospitality Industry throughout The United States. Our headquarters is located in Wisconsin, making it one of the few all U.S. based companies with local managed I.T. services that are truly American. Regardless of where you are in The United States, we can provide you the best business continuity solutions. Our business continuity solution is customized to the specific needs of our customers.

Brian Becker is the founder and president who has created an organizational culture that prioritizes customer service. We realize that SMBs do not have the capital required to create in-house business continuity solutions. Therefore, we offer our services to ensure that firms do not collapse due to catastrophic data loss. There are a variety of business continuity solutions including file or folder level backup, image-based backup or image-based backup with virtualization failure capabilities.

## WHY YOU SHOULD CHOOSE ANSWER I.T.

Answer I.T. is a business continuity provider that has the best interest of our customers at heart. We offer benefits that most other firms do not. Some of the reasons why you should choose us include:

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### CUSTOMIZED SOLUTIONS

At Answer I.T., we understand that every business is different and each business has its own specific needs. Our business continuity solution is customized to the specific needs of our customers. Our experienced business analysts work together with our technical advisors to find the best solution that minimizes your business downtimes in case of catastrophic data loss in your main premises.

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### FAST RESPONSE TIME

We understand that every second counts when dealing with data loss. We provide our customers with fast response and 24-hour support calls to ensure your business is back up and running as soon as possible. We are dedicated to providing quick and efficient support because we know your time is valuable. Depending on what problems you are having, you can reach our support technicians toll-free.

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### U.S. BASED

Many support providers outsource their services overseas. Answer I.T goes against the grain by providing 100% U.S based services. This includes our technical support, network operations and administrative. This means that our quality is unparalleled compared non-U.S services.

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### EXPERIENCE

Answer I.T has been providing technical support, network management, network installation and data solutions to hundreds of businesses for over 12 years. This makes us the best choice compared to unproven new ventures, or a “guy in a truck” that do not have a track record of excellence or the resources of a true brick and mortar Managed Services Provider.

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## NEXT-GEN NETWORK OPERATIONS

We provide a holistic network operations package for any problems facing your business. This ranges from server management, data recovery, third-party application integration, project management and network engineering. If you have any issue, just contact our support team, and we will help you resolve it.

## CONCLUSION

Catastrophic data loss should not be the reason why your business fails. We suggest that if you do not have any business continuity solution, you should at least make sure you have Windows backup and some rotating backups on three different external drives. Ensure that one of the drives is offsite to prevent losses from fires and other natural disasters. This way you will have two hard drives onsite where one will be the active one while the other will be the backup and an additional backup offsite.

Even though you may not have the capital to create in-house countermeasures against data loss, you can simply enlist our services to provide you with a cost-effective business continuity solution. Our main aim is to ensure that SMBs can survive data loss. Our seamless services mean that we provide you with technical support and network management solutions in real time. You can consider us your I.T department offering your superior business continuity services at affordable rates.