



HOSTED BUSINESS CONTINUITY

How to Protect the Prosperity of your Business
via Cloud Computing

LINCOLN
COMPUTER SERVICES

KEEPING IT SIMPLE

According to a recent study done by Munich RE, the number of natural disasters in the United States over the last three decades has more than tripled.² Superstorm Sandy was one of these events.

US Strong, a non-profit for extreme weather relief, performed a report to calculate the financial effects of this massive storm on New Jersey's businesses and municipalities. The study found that organizations suffered more than \$63 million dollars in business interruption losses.

The impact of Sandy was staggering to many companies along the East Coast, and for the organizations that did not have Disaster Recovery plans in place, the damage was most likely permanent. With the rise in natural disasters, it has become essential for companies across the nation to protect one of their greatest assets: their data. Natural disasters aren't the only cause of data loss, however. Between fires, an increase in malware and viruses, human errors, and even leaky pipes, company data faces many threats.

THE IMPORTANCE OF BUSINESS CONTINUITY IN THE WORKPLACE

Organizations in today's uncertain world are looking for more than basic backup plans that simply store an extra set of data. The latest Disaster Recovery and Business Continuity strategies allow companies to keep their businesses operating in the event of complete or partial infrastructure failures.

The ability to maintain access to critical systems during an on-site downtime has not only become a necessity, but also a major advantage in the competitive marketplace. A 2013 study completed by the Aberdeen Group estimates that small businesses lose an average of \$8,581 per hour of downtime.³ This estimate includes the cost of employees who are unable to perform their designated tasks. Business continuity allows your company to eliminate costly downtime and operate applications and other business-critical software instantly.

As an affordable option for many small and mid-size businesses, cloud computing offers a scalable Business Continuity and Disaster Recovery option without the upfront cost of a project.

93%

of companies that lose their data centers for 10+ days due to a natural disaster file for bankruptcy within 1 year.¹

184

*catastrophic
events occurred in
2012 - up from less
than 50 in 1981*

WHY THE CLOUD FOR BUSINESS CONTINUITY?

Easy offsite data care solution

By simply installing an agent on each computer, desktop, or server and performing basic configurations, data can be safely replicated and hosted at an offsite location via automated backups. In the event of downtime, all critical workloads and applications can be accessed via the cloud, ensuring the continued productivity of staff.

Limited upfront expenditures

Business Continuity via cloud services eliminates the need for an upfront project, as well as additional staffing to maintain and continually update offsite hardware and software.

Simplified management

With flexible and agile service delivery and added control, organizations can centralize the management and delivery of applications to desktops and servers. This simplifies deployments and reduces time restraints on staff.

Scalability

For one set price a month, companies can adjust their storage requirements to fit their unique data production needs. Businesses can easily keep pace with changes in data growth by simply accessing the storage space they need, when they need it.

Improved application response times

Accessible via a secure web portal, business-critical applications hosted on scalable cloud models can eliminate possible network bottlenecks, thus improving the performance and availability of applications.

LINCOLN COMPUTER SERVICES' CLOUDCARE

With an arsenal of built-in features and the backing from best-of-breed vendors, Lincoln's Cloudcare turnkey approach offers world-class Business Continuity plans that fit company needs of all sizes. Powerful data compression technologies help reduce data growth while configured encryption keeps stored data protected. Rapid restore options reduce potential data loss and keep systems operating at optimum efficiency. Point-in-time restores even allow companies to access previous versions of saved documents.

The heightened care of Lincoln Computer Services' professionals allow companies to rest at ease knowing data is being stored and managed in a world-class data center. In the past, clients impacted by disasters have even brought their machines to Lincoln's data center to continue normal operations until their worksites were operational again.

Lincoln's Cloudcare not only transforms the productivity of a business by eliminating costly downtime and data loss, but it also offers access to business-critical applications and workloads during infrastructure failures and natural disasters.

“They helped us when we needed it the most.”

LINCOLN’S CLOUDCARE BUSINESS CONTINUITY IN ACTION

Logfret Inc., an international freight forwarding company comprised of 190 offices and agencies in over 65 countries, selected Lincoln Computer Services as their IT supplier over a decade ago. They decided to implement Lincoln’s cloud-based Business Continuity solution. The President of Logfret, Inc., Christian Millet, describes it as “one of Logfret’s best executive decisions.”

During Superstorm Sandy, Logfret was able to maintain its New Jersey operations, as well as contact with customers worldwide. Being in the business of logistics, boats and planes never stop, and the ability to maintain contact with these various vessels was, as Millet put it, “indispensable to the company.”

With extreme damage done to Logfret’s offices during Sandy, the company was forced to move locations. Through the personalized attention and vast expertise offered by Lincoln’s experts, Logfret was able to relocate their offices two weeks after the storm. With the ability to work seamlessly throughout this process via Lincoln’s Business Continuity cloud services, most of Logfret’s customers didn’t know the office had relocated to a new physical address.

“I cannot thank Lincoln’s team enough for their dedication and attention during this ordeal. They helped us when we needed it the most.” – Christian Millet, President of Logfret, Inc.

DISCOVER HOW LINCOLN’S CLOUDCARE CAN PROTECT YOUR BUSINESS WHILE ELIMINATING DOWNTIME.

Reach out to one of our IT Evangelists today!
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Sources

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- 4 <http://v1.aberdeen.com/launch/report/perspective/8623-AI-downtime-disaster-recovery.asp?lan=US>