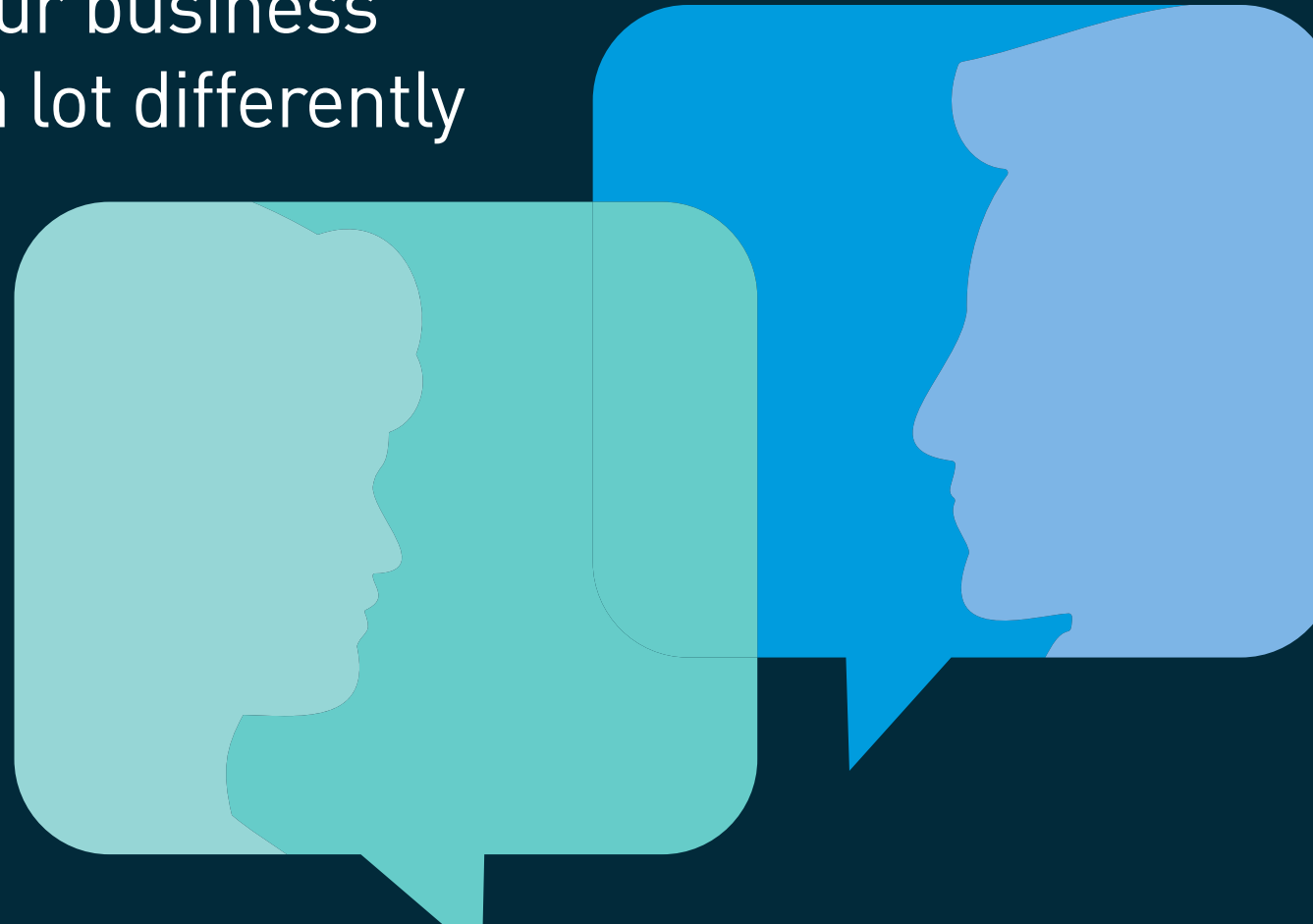


# WHAT IS BUSINESS CONTINUITY



# TRYING TO DEFINE BUSINESS CONTINUITY ISN'T ALWAYS EASY.

Everyone seems to have a unique definition these days. Depending on how your business operates, you may think about it a lot differently than the guy next to you.

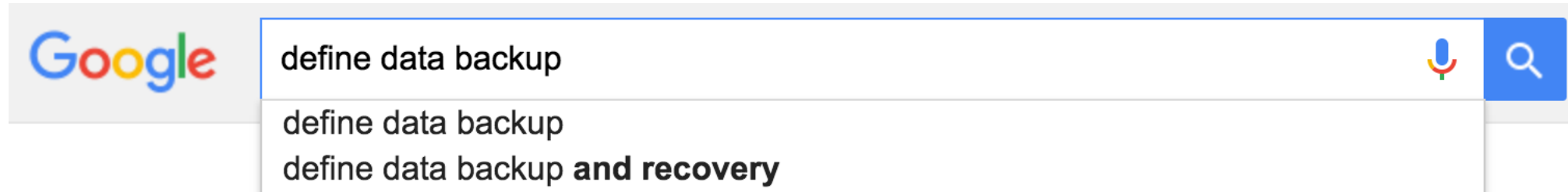


# SO WHAT'S A GENERAL DEFINITION? IS THERE ONE? DO MORE THAN ONE APPLY TO YOU?

Let's start by defining what business continuity is NOT.

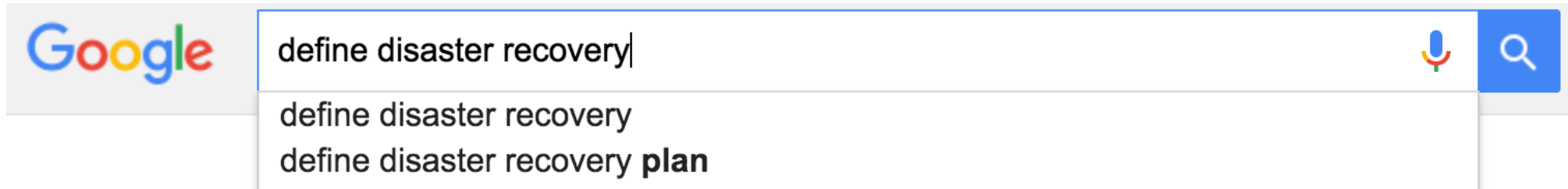


# BUSINESS CONTINUITY ≠ DATA BACKUP



A **data backup** is the result of copying or archiving files and folders for the purpose of being able to restore them in case of **data** loss. **Data** loss can be caused by many things ranging from computer viruses to hardware failures to file corruption to fire, flood, or theft (etc). Mar 10, 2015

# BUSINESS CONTINUITY ≠ DISASTER RECOVERY



**Disaster recovery** is the area of security planning that deals with protecting an organization from the effects of significant negative events.



You may be scratching your head at this point, saying, “**BUT THOSE THINGS MAKE UP MY BUSINESS CONTINUITY PLAN?!**”

You are 100% correct, data backup and disaster recovery most certainly contribute to your business continuity plan. But the two should never stand alone!

# NOT SURE WHAT KIND OF DATA BACKUP IS THE YING TO YOUR DISASTER RECOVERY YANG?

Call us and we can help you get started!

**For more information please contact:**

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