

# 4

## INFOGRAPHIC

### Essential Steps to Protect your Business from a Disaster

#### 1. UNDERSTAND THE RISK

59%

of Fortune 500 companies  
experience a minimum of 1.6  
hours of downtime per week.

The average Fortune 500 company pays ~\$56/hour. The labor part of downtime costs for an organization this size would be \$896,000 weekly, translating into more than \$46 million per year.



#### U.S. Coastline Disaster Odds

79%

probability of  
landfall for a  
tropical storm

68%

probability of  
Category 1 or  
2 hurricane

52%

probability of  
Category 3,4,  
or 5 hurricane

#### Top 5 States

with Presidential Major Disaster Declarations



Texas



California



Oklahoma



New York



Florida

565,043

businesses in Texas suffered financial loss as a  
result of **HURRICANE HARVEY**

381,784

businesses in California suffered financial loss as a  
result of **OCTOBER WILDFIRES**



# 2. ASSESS YOUR OWN RISK

A variety of situations can hurt your business.  
*Among them include:*



### NATURAL DISATERS

Hurricanes,  
tornadoes, floods,  
and fires



### HUMAN ERROR

While intentions may  
be good, employees  
may unintentionally  
put you at risk.



### HARDWARE FAILURE

Technology is as  
unpredictable as it is  
powerful.

Use these **2 Methods** to assess your risks:

## 1. Risk Assessment

A Risk Assessment looks at your most essential business activities and related resources and accounts for the possible weaknesses and vulnerabilities. Therefore, if an identified threat were to lead to a disruptive incident, you would have a plan in place to prevent disaster and keep business running.

## 2. Business Impact Analysis

A business impact analysis (BIA) is an in-depth, comprehensive study of all departments, activities, dependencies and infrastructure that provides a clear picture of how the organization delivers key products and services. It also examines the cost of business interruption to the organization over time. The BIA's purpose is to make priorities clear before the strategy selection and plan development phase.

# 3. KNOW EXACTLY WHAT YOU NEED TO PROTECT YOUR BUSINESS



You've assessed the risks and have learned the potential impact to your business if a disaster occurs.

### What's Next?

## 1. Make a Disaster Recovery Plan

Creating a Disaster Recovery (DR) Plan will allow you to outline all the protocols your company will undergo, should a disaster strike. A well-constructed DR Plan will keep your team calm, prepared, and organized if an emergency situation occurs.

## 2. Implement DRaaS Solution

After creating a DR plan, you should implement a Disaster Recovery as a Service (DRaaS) solution. This gives businesses the ability to run applications in the cloud while onsite infrastructure is restored.

New Era Technology offers a solution that combines Azure Site Recovery, Azure Backup, Azure ExpressRoute and System Center DPM to create a best-in-class solution that allows your business to recover in minutes.

## 4. FIND THE RIGHT SUPPORT



DISASTER  
STRIKES  
WHEN WE  
LEAST  
EXPECT IT.



New Era Technology is here to help you be prepared. Having a partner and a team of experts you can count on will not only provide confidence to your business, but also save your business in a moment of crisis.

[Contact Us Today](#)

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[solutions@neweratech.com](mailto:solutions@neweratech.com)

### Resources:

<https://www.cnn.com/2017/09/16/hurricane-watch-40-percent-of-small-businesses-dont-reopen-after-a-disaster.html>

<https://www.businessinsider.com/natural-disasters-and-business-infographic-2015-2>

<https://www.dnb.com/utility-pages/businesses-impacted-from-hurricane-harvey.html>

<https://www.dnb.com/utility-pages/businesses-impacted-from-california-wildfires-2017.html>

<https://www.evolver.com/blog/downtime-outages-and-failures-understanding-their-true-costs.html>