

Business Continuity AND YOUR EMAIL

Think you won't experience downtime issues?

THINK AGAIN!

No matter what the cause, email downtime can **cost you big**

- ...in business disruptions
- ...in increased stress levels
- ...in lost revenue
- ...in productivity.

72%

70%

26%



72% of organizations will experience email downtime in the next 12 months.

70% of those outages will last for more than an hour.

26% of organizations will experience at least 30 minutes of email downtime this month.

Downtime costs you more than just money...

77% of workers report that problems with email downtime are a major **CAUSE OF STRESS.**

Cooke, Phil. Jolt! Get a Jump on a World That's Constantly Changing. Thomas Nelson, 2011. Print.

...so you need to develop a business continuity plan to minimize the damage done to your business by downtime after a natural disaster or other calamity, as well as scheduled maintenance.

BRACE YOURSELVES

THE EXCHANGE SERVER IS DOWN

IOS UPDATE WREAKS EXCHANGE SERVER HAVOC

Business Continuity Planning

The creation of a strategy through the recognition of threats and risks facing a company, with an eye to ensure that personnel and assets are protected and able to function in the event of a disaster.

1

Identify a clear chain of command to follow in case of an emergency.

2

Set up recovery teams with specific responsibilities.

3

Establish back-up power arrangements.

4

Choose an alternative site of operations.

5

Develop a communications plan.

Email is central to your communications plan. **Without access to your email, business grinds to a halt.**

Don't kid yourself. You might think you have email continuity, but you might just have email archiving.

Email archiving and email continuity are **NOT THE SAME.**

EMAIL ARCHIVING



A limited group has access to viewing old emails.

EMAIL CONTINUITY



All employees have full access to emails— **including sending and receiving emails.**

True email continuity allows your organization to continue to communicate with uninterrupted email access.

Leave email continuity to the email security experts.

For your email continuity plan to be reliable, it needs to be secure. Don't leave it to just anyone.

www.sendio.com



About Sendio: Sendio provides email continuity, security, and productivity solutions to help your use of email add value to your organization. To learn how Sendio can help your business achieve greater email efficiency, call (877) 363-2772 or visit us at sendio.com.

Sources:
<http://software.dell.com/documents/the-importance-of-email-continuity-whitepaper-27662.pdf>
<http://www.investopedia.com/terms/b/business-continuity-planning.asp>