

What is Business Continuity?



MARKET



Trying to define business continuity isn't always easy.

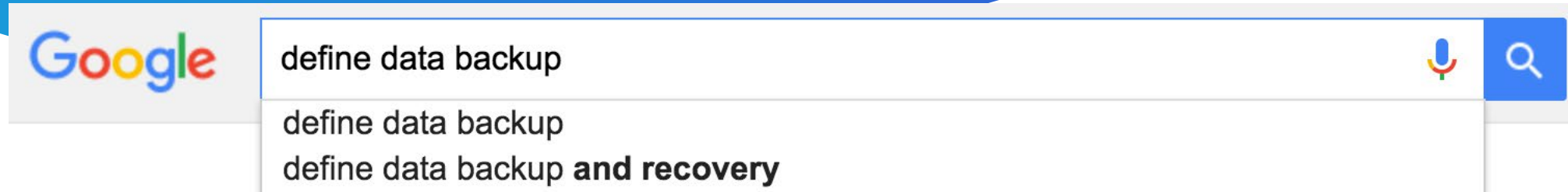
Everyone seems to have a unique definition these days. Depending on how your business operates, you may think about it a lot differently than the guy next to you.

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.

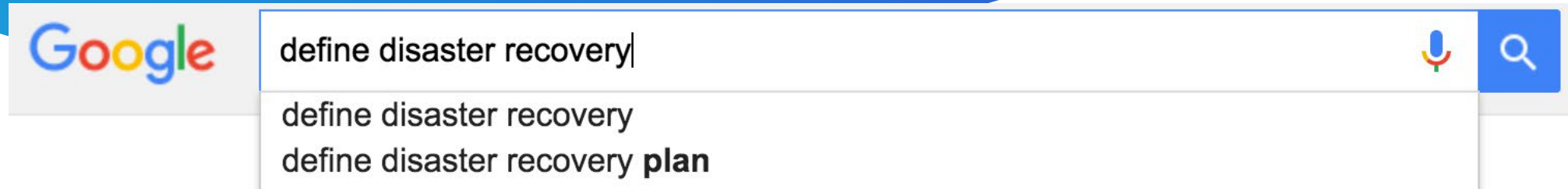


Business Continuity ≠ Data Backup



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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