



**DATA BACK-UP ALONE IS NOT ENOUGH!**



# BUSINESS CONTINUITY

Having a system that only backs up your data is no longer a comprehensive solution. In today's business environment, you need a platform that does much more than copying your data. Businesses today needs to have a solution in place that will ensure their business can continue to operate no matter how big or small the interruption. ATS helps businesses implement a continuity solution on a single platform that will protect their data from multiple threats and will ensure any data interruption will only last minutes and not hours, or days or weeks!

## Be Protected From Real Threats

### Ransomware

- The United States has the **most ransomware detections** in the world
- There have been more than **4 million samples of ransomware** in 2015, including 1.2 million new samples

### Human Error

- Human error accounts for **52% of security and data breaches**
  - Using weak passwords
  - Low Security Awareness
  - Carelessly Handling Data

### Natural Disasters

- **62% of businesses reported loss of sales** as the primary negative result of a natural disaster

## Downtime is Costly

- An hour of downtime cost:
  - \$8,000** = for small businesses
  - \$700,000** = for large businesses

## Real Threats

**Ransomware** locks a victim's files and allows criminals to demand payment to release them. It is distributed in a variety of ways and is constantly evolving.

**Human Error** is the most common cause of business disasters! Most are unintentional and occur randomly. (ex: leaving computer systems unattended, opening emails with spam, visiting restricted websites)

**Natural Disasters**, small or large, can have a very disruptive impact on a business. (ex: earthquakes, electricity outages, floods)

**Intelligent business continuity** is thinking about your business on a higher level. ATS Communications uses a hybrid cloud solution which guarantees complete uptime, and end to end encryption which protects data in transit and in the cloud.

- We ensure your data is always:
- Usable** ✓
  - Non-corrupted** ✓
  - Virus-free** ✓
  - Available** ✓

<http://www.securitymagazine.com/articles/86787-ransomware-attacks-to-grow-in-2016>  
<http://bhconsulting.ie/securitywatch/?p=2811>  
<http://www.411sbfacts.com/sbpoll-about.php?POLLID=0023>  
<https://blog.continuum.net/3-common-backup-and-disaster-recovery-objections-and-how-to-handle-them>

**Business Continuity Protects You From:**

**Ransomware**

**Human Error**

**Natural Disasters**