

From: Jeffrey Lee
Sent: 6/18/2015 5:59:31 PM
To: Haley, Nikki
Cc:
Subject: One Word Defines a Successful Small Business

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One Word Defines a Successful Small Business

Hi Nikki,

Resilience. This one word is often the sole difference between a thriving small business and one that constantly struggles. Big companies have the financial footing to be resilient. The fallout from a recent 5-hour Google outage was \$500,000 in lost revenue. Amazon lost \$3 million from a recent outage lasting under an hour. Both companies rebounded and carried on without a hitch.

Meanwhile, similar disruptions would be catastrophic to an ill prepared small or midsize business. This is why resilience for SMBs is a matter of calculating risks far into the future and preparing for worst-case scenarios.

Download our E-Guide "[Staying Alive – The Definitive Guide to Business Continuity and Disaster Recovery](#)

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Regards,
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