

From: Jeffrey Lee
Sent: 7/2/2015 6:31:18 PM
To: Haley, Nikki
Cc:
Subject: Weathering the Storm & Staying in Business Requires More Than Backup

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Weathering the Storm & Staying in Business Requires More Than Backup

Hi Nikki,

There is a common misconception that backup and disaster recovery (BDR) solutions are synonymous with business continuity (BC) solutions. While they aren't one in the same, they are partners.

BDR is solely about retrieving data. It offers no insurance against downtime and the lost productivity, revenue, and customer goodwill that accompanies it. BC solutions take BDR to the next level by enabling a quick recovery that minimizes downtime and keeps businesses functioning. A solid BC solution pays for itself by preventing just 1 day of downtime in 3 years.

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

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[Learn more on our website <http://cmap.amp.vg/elink/buqp6cmh2gl69/dark3z81u80i7/e3li0loqom7l>](http://cmap.amp.vg/elink/buqp6cmh2gl69/dark3z81u80i7/e3li0loqom7l)

Regards,
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