



Disaster Averted!

How much is disaster recovery worth to your business?

Did you know...

1 IN 3 AUSTRALIAN BUSINESSES



has experienced a **MAJOR DISRUPTION.***

On average

\$1,422,000

is the estimated cost to businesses



who have experienced **DATA LOSS** in the last 12 months +



GLOBAL DATA LOSS

is up by

400%

since

2012[^]



On average,

\$590,000

is the estimated cost to

BUSINESSES WHO HAVE EXPERIENCED UNPLANNED



SYSTEMS DOWNTIME

in the last 12 months +

PEOPLE AND IT FAILURES



accounting for

86%

OF ALL INCIDENTS.*

The major causes of data disruption are:



FIRE

8%



NATURAL DISASTER

8%



IT SOFTWARE FAILURE

11%



IT HARDWARE FAILURE

21%



POWER FAILURE

25%



HUMAN ERROR

28%

89%

of businesses are considering or have deployed cloud-based backup or data recovery.

What tools do businesses protect?

File sharing and email are backed up more often than e-commerce and online applications...



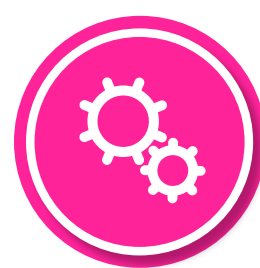
File sharing:

69%



E-commerce:

31%



Enterprise resource planning:

28%



Online applications:

23%



Collaboration (email/messaging):

66%

Operating without an IT recovery plan brings the risk of lost data, productivity and revenue, as well as loyalty and reputation. So it is crucial to develop a plan that is reviewed and tested.

Find out how Telstra cloud disaster recovery solutions can help your business



telstra.com/disasteraverted

*research conducted on behalf of Telstra by Ovum + EMC Global Data Protection Index 2016

[^] EMC Global Data Protection Index 2014

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