




HOW TO SURVIVE WHEN YOU LOSE YOUR POWER

A large, semi-transparent Stark Industries logo, consisting of a stylized 'S' with a lightning bolt, is positioned in the upper left quadrant of the page. It is set against a dark blue background that features a faint city skyline at the bottom.

In Marvel's Universe, the Arc Reactor was a device originally designed by Tony Stark's father to power Stark Industries. During the "Incident at Stark Industries", Tony and his assistant were forced to cause the organisation's Arc Reactor to overload and explode.

Imagine that your business was Stark Industries. If disaster had struck, would your business have been able to survive?

In reality, every business is vulnerable to unforeseen events - especially power outages. This type of incident can often result in significant downtime and loss of data.

While you can't avoid disaster, you can proactively prepare your business for the worst. This preparation process is known as business continuity planning, and is critical for surviving the unexpected.

DISASTER CAN REALLY SHAKE THINGS UP.

On the morning of Thursday, 28 December 1989, the last thing Newcastle expected was for a 5.6 magnitude earthquake to devastate the region and [cause more than \\$4 billion in damages](#).

While no Arc Reactor explosion, this earthquake did have a [significant effect](#) on NSW's electricity grid. Multiple failures of equipment occurred, causing an immediate shut-down of electricity supply. Operational recovery saw voltage restored to major industrial customers 1.5 hours after the incident, with all supply points restored after 2.5 hours.

However, total restoration took months to complete. System failures and emergency responses had to be analysed to improve future infrastructures. It was determined that many Newcastle switchyards that were established 20 years prior had not been strengthened in expectation of major seismic events. Ultimately, new substation plants and replacements had to be designed in accordance with the latest seismic standards of the power industry.

Newcastle learned the hard way just how important it is to update your systems in compliance with industry standards and prepare for outages. If our region had been more proactive, it could have significantly reduced the time to complete total restoration, or prevented a percentage of that loss altogether.

WHEN IT DOES, YOU NEED A PLAN OF ATTACK.

According to the Business Continuity Institute's [Horizon Scan Report 2017](#), 80% of business continuity professionals around the world reported unplanned IT and telecom outages as a top perceived threat - third to cyberattacks (88%) and data breaches (81%). Unplanned outages (89%) were the top reported cause for business disruption in Australia specifically, followed by adverse weather (53%) and interruption to utility supply (53%).

Despite cyberattacks and data breaches being bigger concerns, they're easier to guard against. The [Australian Department of Defence](#) found that implementing four mitigation strategies was sufficient to protect against 85% of targeted attacks: application whitelisting, patching applications, patching operating systems, and restricting administrative privileges based on roles. Since 2013, all four strategies have been mandatory for Australian Government organisations.

In early 2017, the [Australian Cyber Security Centre](#) updated this list to include four more essential strategies: disabling untrusted Microsoft Office macros, user application hardening, multi-factor authentication, and daily backup of important data.

It seems Australia has learned to better mitigate risks and improve compliance with industry standards, at least when it comes to security of data. That being said, it still begets the real question here - how do you prepare for outages?

Luckily, we've evolved beyond 1989 and into the age of cloud computing.

IT'S TIME TO GET YOUR DATA OFF THE GROUND.

Cloud computing is your best preparation for dealing with outages, as the cloud reduces your dependence on on-premise servers. Since cloud servers are hosted off-site, your servers won't shut down if your office power supply is disrupted. Redundant off-site storage can provide an additional layer of protection, in the unlikely event an outage is widespread enough to affect your local off-site servers as well.

By backing up your data to the cloud, you won't experience any loss of data. You'll be able to access it from devices that aren't dependent on your office power supply, or from locations that aren't affected by the outage. Additionally, by using cloud tools such as Microsoft Office 365 or Google Apps, files are saved in real-time. If your computer unexpectedly crashes for any reason, it won't take your data with it.

Of course, there are still concerns surrounding the security of cloud applications. However, by applying strategies such as the eight just discussed, your data should be safer than perception infers.



WE CAN HELP YOU KEEP IT SAFE & SOUND.

At Dynamic Business Technologies, we'll design your business continuity plan to reduce recovery time objective (RTO) and recovery point objective (RPO); or in other words, the time it takes you to recover and the amount of data you ultimately lose. Our products offer multiple layers of retention and recovery options for any scenario, getting your business back up and running in minutes.

Keeping your data safe in the cloud is our priority. Our solutions are “set and forget” for our clients, but engineered and monitored to a degree that goes above and beyond regular backup solutions. Both MyBackup products keep your data safe against malicious attacks, and compliant with industry standards.

MYBACKUP

Our fully monitored backup solution covers everything - from regular backups with verification, to business continuity and disaster recovery in the event of a malicious virus or natural disaster.

- Daily boot verification
- Hourly backups of onsite servers
- Redundant onsite & offsite storage
- AES 256 ‘Military Grade’ encryption
- Ransomware detection
- 1 year or indefinite backup retention

MYBACKUP365

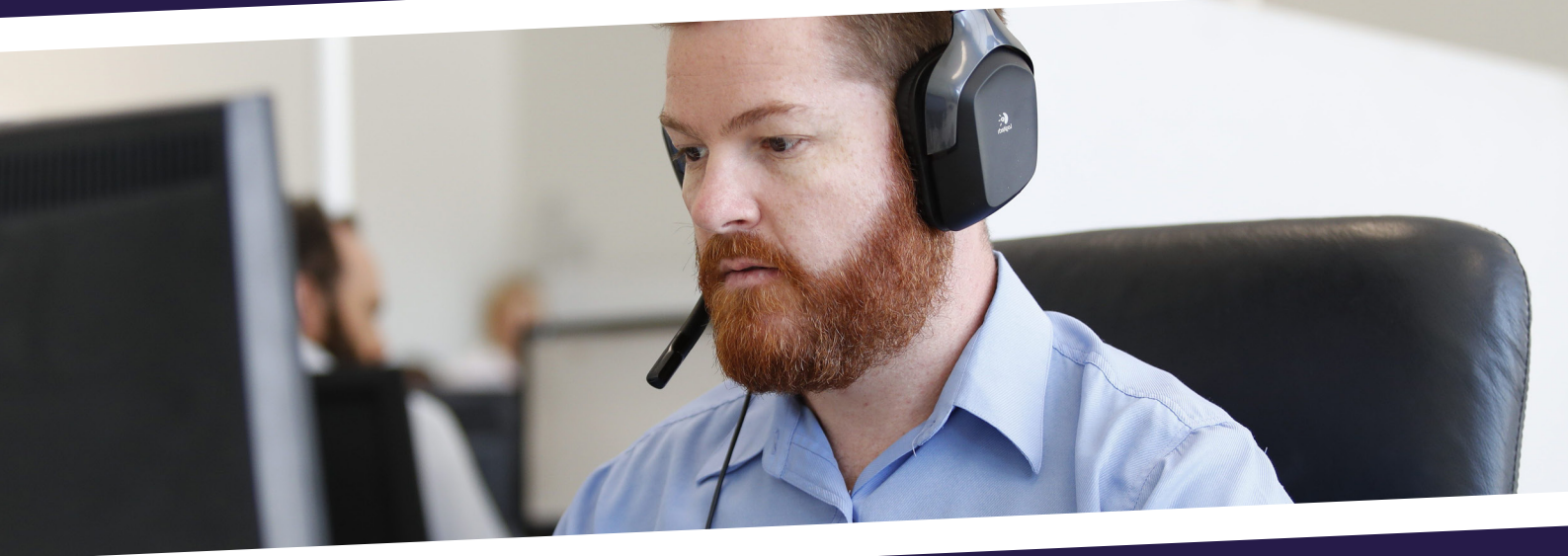
Our cloud-to-cloud product offers an all-in-one backup, search, restore and export solution for Salesforce, Microsoft Office 365, Google Apps and more.

- Automatic cloud data backups
- Fully indexed for quick search
- One-click data retrieval
- Data encryption (including SOC Type II & HIPAA compliance)

WHEN THREAT IS IMMINENT...

...we're here to help protect the one thing your business can't survive without - your data.

We're Dynamic Business Technologies, and we believe our backup and disaster recovery services represent the best business continuity planning available to Australian businesses. [Contact us today](#) to find out more about partnering with us.



DYNAMIC 
BUSINESS TECHNOLOGIES

9/335 Hillsborough Road
Warners Bay NSW 2282

1 300 799 094

www.dbtechnologies.com.au