



In today's world, "Business as usual" looks different than ever before. The Covid-19 pandemic has increased the number of unanticipated events businesses face, challenging them to prioritize business continuity planning.

A business continuity plan creates a descriptive plan outline of a business that will continue operating during an unplanned disruption in service. By taking the correct precautions, businesses have the opportunity to dodge potential crises and save money. According to IDC, on average, an infrastructure failure can cost USD \$100,000 an hour and a critical application failure can cost USD \$500,000 to USD \$1 million per hour.

However, business continuity plans must be continuously updated. Similar to stale food left in the pantry for too long, business continuity plans can become outdated, and with the current landscape of our world, updated precautions are more necessary than ever.

There are three primary aspects to a business continuity plan for key applications and processes:

- **High availability:** Provide for the capability and processes so that a business has access to applications regardless of local failures. These failures might be in the business processes, in the physical facilities, or in the IT hardware or software.
- **Continuous operations:** Safeguard the ability to keep things running during a disruption, as well as during planned outages such as scheduled backups or planned maintenance.
- **Disaster recovery:** Establish a way to recover a data center at a different site if a disaster destroys the primary site or otherwise renders it inoperable.

Recovering from adversity is a necessary attribute in a successful business; however, resilient companies prepare for threats before they arise and mitigate risks before they become a crisis. Contact Fortaris Capital Advisors for a consultation.