



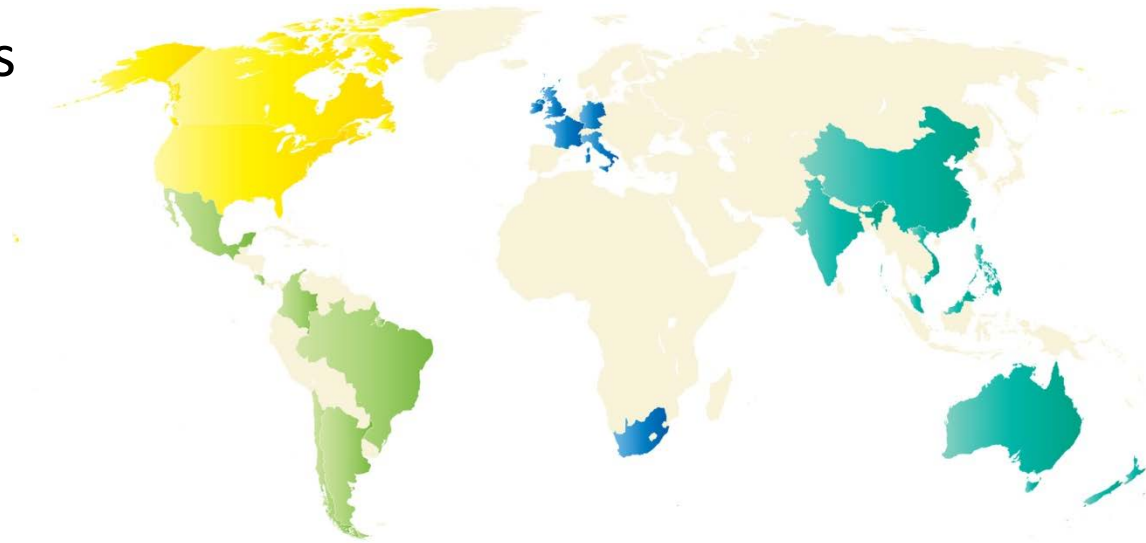
# **Symantec 2011 SMB Disaster Preparedness Survey**

**Global Results**



# Methodology

- Applied Research performed survey
- 1288 SMBs worldwide
- 552 customers of SMBs
- 5 to 1,000 employees
- Cross-industry



North America (300)	Latin America (300)	EMEA (340)	APAC (900)
United States 200	Brazil 100	United Kingdom 100	Australia 100
Canada 100	Mexico 80	Italy 80	New Zealand 100
	Chile 30	France 80	Hong Kong 100
	Argentina 30	India 80	India 100
	Colombia 30	Germany 80	China 100
	Costa Rica 20		Taiwan 100
	Caribbean 10		Singapore 100
			Malaysia 100
			Philippines 50
			Vietnam 50

## Key Findings

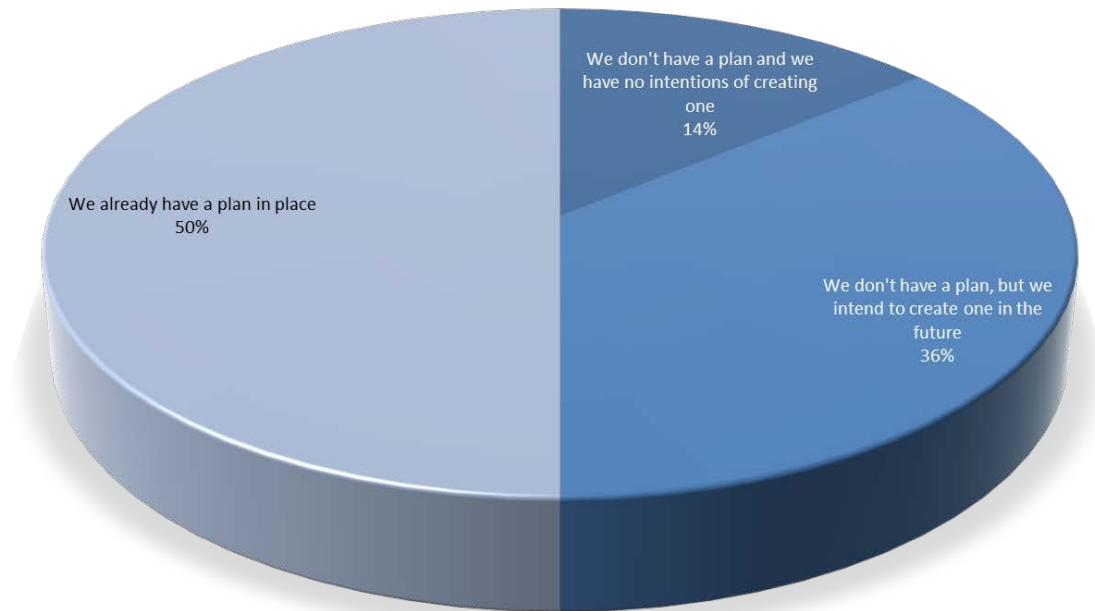
- Despite warnings, most SMBs still not prepared for disaster
- SMBs *are* at risk
- SMBs don't act until it's too late
- Not being prepared can have a big negative financial impact



**Despite warnings, most SMBs still not prepared for disaster**

# SMBs still not taking disaster preparedness seriously

- 50% don't have a plan
  - 14% have no plans to create a plan
  - 36% intend to create a plan in the future



## Why they don't have a plan

- 52% don't think computer systems are critical to business
- 41% say it never occurred to them
- 40% say DP not a priority
- 19% lack skills/qualified personnel
- 9% lack resources



**SMBs *are* at risk**

# SMBs are at risk

- 65% live in regions susceptible to natural disasters
- The typical SMB surveyed experienced 6 outages last year
- Top reasons for downtime:
  - Cyberattacks
  - Power outages
  - Natural disasters





# SMB Information is not protected

- Backups are inconsistent
  - Half only backup 60% of data
  - Less than half back up data weekly or more frequently
  - Only 23% back up daily
- Backups are incomplete—key data not always backed up
  - 31% don't back up email
  - 21% don't back up application data
  - 17% don't back up customer data
- Disaster would cause information loss
  - 44% would lose at least 40% of their data

**SMBs don't act until it's too late**

# SMBs don't act until it's too late

- Half of SMBs implemented a plan due to an outage and/or data loss
- 52% of SMBs with a plan only implemented it within the last six months
- Only 28% have tested a recovery plan



**Not being prepared can have a big negative financial impact**

# Not being prepared can have a negative impact

- Outages are expensive: \$12,500 per day
- It could put an SMB out of business—44% of SMB customers have had an SMB vendor temporarily shut down due to a disaster
- Customers will suffer financially
  - SMB outages cost SMB customers \$10,000 per day
  - 29% of SMB customers lost “some” or “a lot of” data as a result of disasters impacting their SMB vendors
- Customers will leave
  - 54% of customers have switched SMB vendors due to unreliable computing systems

# Symantec Recommendations

# Recommendations

- Don't wait until it's too late to create a plan
- Protect your information completely
- Get employees involved
- Test frequently
- Review your plan

