

# The Importance of Business Continuity

## Why Business Continuity is Important



25% of businesses don't survive disaster.<sup>1</sup>

25%



55% of businesses have lost data and unable to recover it during an unplanned outage.<sup>2</sup>

One in four respondents said that they had lost most or all of a data center for hours or even days.<sup>2</sup>



36%



More than one-third (36%) of organizations lost one or more critical applications, VMs, or critical data files for hours at a time over the past year, while nearly one in five companies have lost one or more critical applications over a period of days.<sup>2</sup>

## Why Business Continuity is Important to Remote Offices/Branch Offices (ROBOs)



Apps at ROBO are customer facing and revenue generating



50% of data in branch



Limited IT skills at ROBO

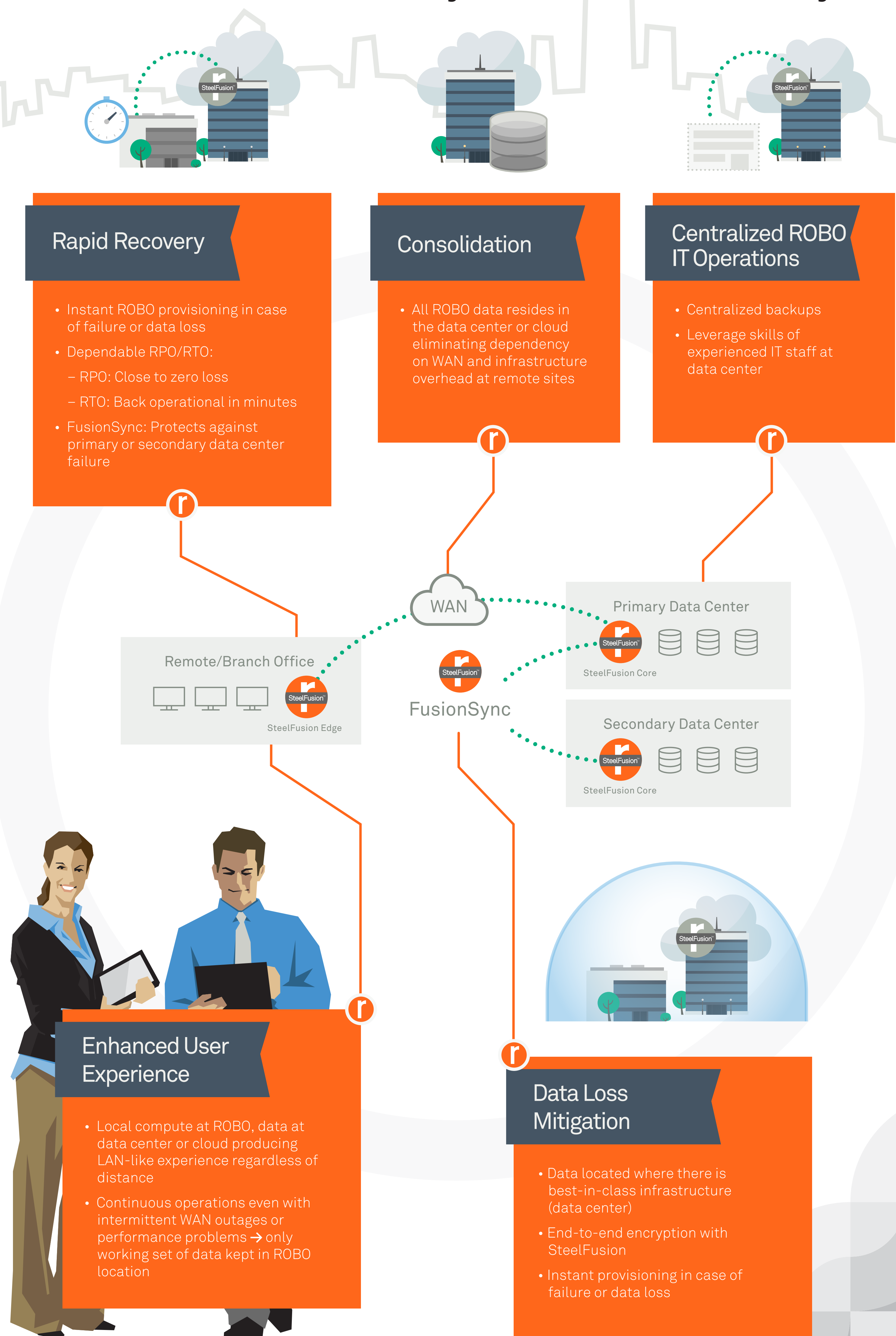
## IT's Challenge



Users Expect Zero Downtime  
Demand HQ-like App Performance

1 Institute for Business and Home Safety | 2 The State of Global Disaster Recovery Preparedness ANNUAL REPORT 2014

## SteelFusion Addresses ROBO Business Continuity/Disaster Recovery



Try Riverbed SteelFusion  
[www.riverbed.com/products/steelfusion.html](http://www.riverbed.com/products/steelfusion.html)

**riverbed**  
The Application Performance Company™

©2016 Riverbed Technology. All rights reserved. Riverbed and any Riverbed product or service name or logo used herein are trademarks of Riverbed Technology. All other trademarks used herein belong to their respective owners. The trademarks and logos displayed herein may not be used without the prior written consent of Riverbed Technology or their respective owners.