

## BUSINESS CONTINUITY AND SMBs: WHAT'S THE RISK?

Demand for business continuity solutions is rising fast among small-to-midsize businesses (SMBs). Why? Because the risks of downtime are too great to ignore. Business continuity planning ensures that an organization's critical functions will continue to operate following serious incidents or disasters. Here's a look at the latest research on business continuity for SMBs.

### FOLLOW THE MONEY Small Business IT Spending

Total SMB spending on IT will approach **\$590 billion in 2015**<sup>1</sup>

and SMB adoption of cloud solutions **will reach 70%**<sup>2</sup>

Increased small business IT spending being driven mainly by investments in:<sup>1</sup>

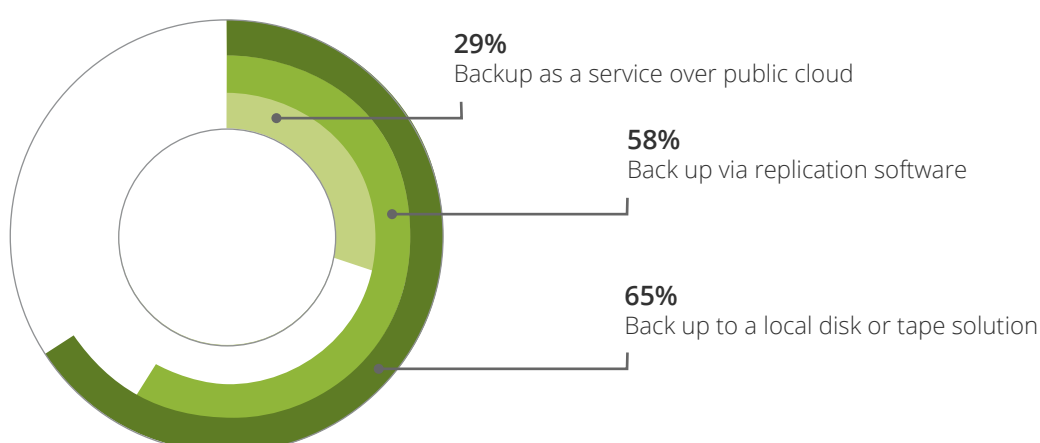
Big Data

Cloud Computing

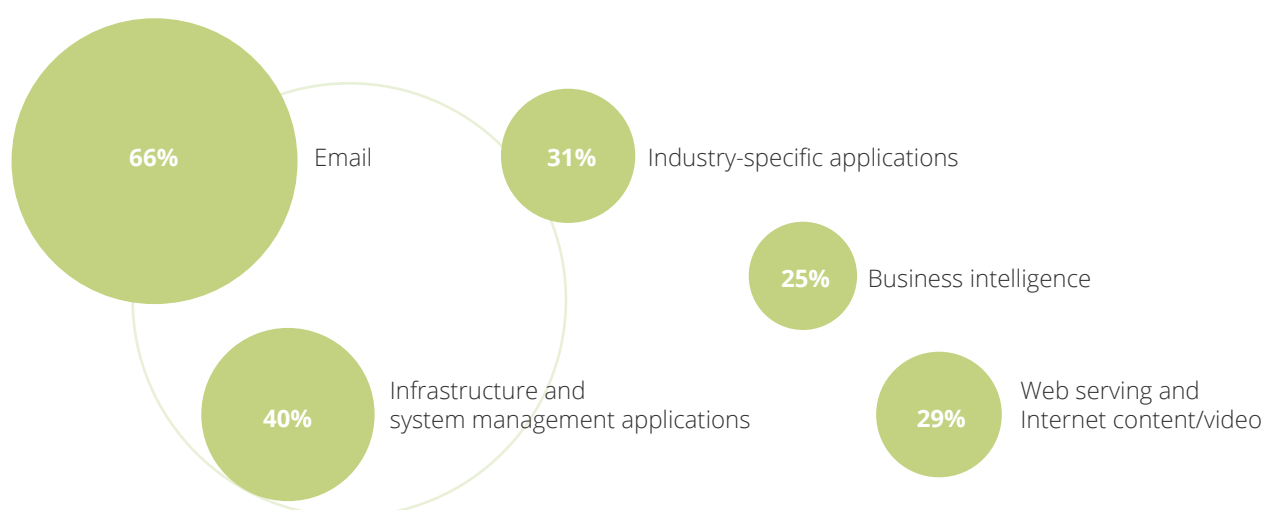
Security

Virtualization

### BACK IT UP<sup>3</sup> Small Business Methods of Choice

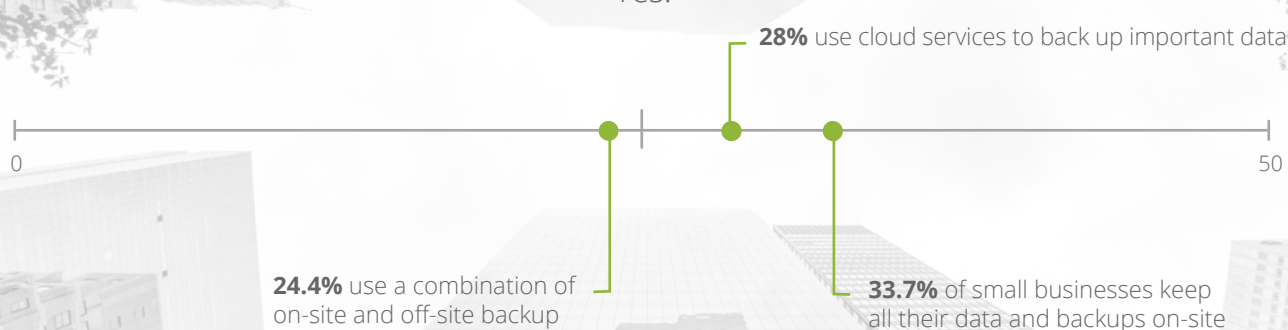


### WHAT MATTERS MOST?<sup>3</sup> Mission-Critical Apps for Small Businesses

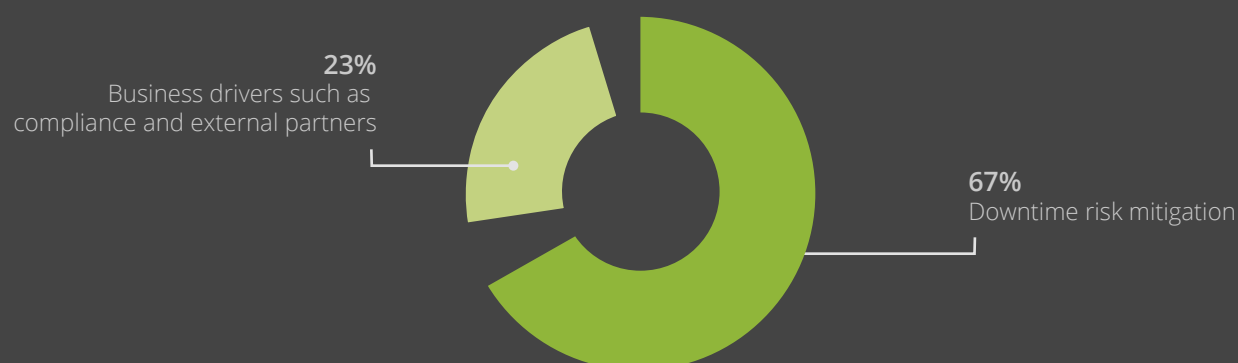


**61%** of small businesses are looking for a recovery time objective (RTO) **OF LESS THAN 4 HOURS IN THE EVENT OF DATA LOSS**

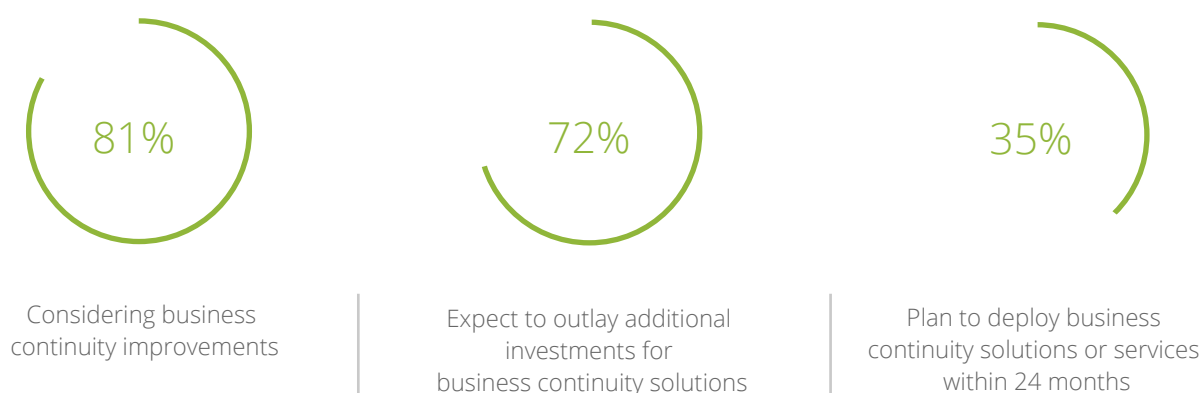
### ON-SITE OR CLOUD BACKUP?<sup>3</sup> Yes.



### WHAT'S DRIVING BUSINESS CONTINUITY INVESTMENTS?<sup>3</sup>



### BUSINESS CONTINUITY AND THE SMALL BUSINESS<sup>3</sup> What's next?



Backup and recovery technology is widely used by SMBs – but that's not enough. Small and mid-size businesses must take steps to ensure that they can keep running no matter what happens. Carbonite business continuity solutions are designed specifically for small businesses and include protection, recovery and contingency capabilities that are easy to own and easy to use.

**LEARN MORE ABOUT CARBONITE'S BUSINESS CONTINUITY SOLUTIONS FOR SMALL BUSINESSES, call our Sales Team at 855-227-2249 or locate a certified Carbonite Partner near you:**  
[www.carbonite.com/partners/partner-finder](http://www.carbonite.com/partners/partner-finder)

**CARBONITE**

1. IDC: Market Analysis Perspective: SMB Markets: SMB v. Enterprise Global Overview 2014: Attitudes, Priorities, IT Spending  
2. SMB Cloud Adoption Survey: Making the Case for Hybrid Cloud (IDC #246358, January 2014)  
3. IDC Storage Group, Business Continuity Survey of 700 SMBs, January 2015