

**INPUT**

**False**







# WEATHERING THE STORM

## Zero In On Downtime For Long-Term Business Continuity and Customer Satisfaction



Small business has changed dramatically within the last decade. No change has been more profound than our dependency on information technology (IT) systems to support critical day-to-day business functions.

In today's increasingly competitive high-tech environment, it is critical that all business operations run smoothly and efficiently. Business momentum, employee productivity and customer service all depend on an IT infrastructure that must be both accessible and secure at all times. Constant network availability has become essential to most small and midsize businesses (SMBs) today.

This reliance on IT systems has also created a stronger link between data center accessibility and total cost of ownership (TCO). Even minimal amounts of unplanned downtime today will result in lost revenue, productivity and negatively impact overall brand reputation.

Preventing or rebounding from downtime was once deemed the IT team's problem, however, this unprecedented modern-day dependence on technology has made the frequency and costs of downtime more of a business problem. Prolonged or recurring downtime can cripple small businesses and requires the attention and understanding of C-suite management in order to be properly addressed.

Unfortunately, many executives at SMBs are still not as tuned into daily network operations as they need to be. For this reason, they lack a true awareness of the frequency of downtime. This lack of insight and visibility is regrettably putting far too many SMBs at an increased risk for downtime and the costs associated with it.



It is imperative that all levels at a SMB have insight into the probability and implications of downtime. This is the only way to maximize uptime and the availability of essential IT applications without over inflating the total cost of ownership of data center infrastructure.

## Bridging the Gap Between C-Suite Executives and In-House IT Teams

While most C-level executives are well aware that network operations play a pivotal role in productivity, service and profitability, they don't have the same awareness as IT personnel when it comes to the frequency of downtime and what makes their data center infrastructure vulnerable to it. Worse yet, many SMBs don't even have in-house IT staff – meaning nobody in the company or organization has any insight into the problem.

At the same time, even when internal IT personnel is on deck, many support technicians fail to recognize the financial implications of downtime when it comes to lost revenue, lost productivity and lost customers.



## Calculate the True Cost of Downtime

According to the *Aberdeen Group*, a business intelligence research firm, downtime is costing companies 65% more per hour these days than just two years ago. 2012 data calculated downtime costs at the \$165,000 mark compared to the \$100,000 of 2010.

## WEATHERING THE STORM

According to *Symantec's 2011 SMB Disaster Preparedness Survey*, small businesses lose an average of \$3,000 each day from downed systems and networks. Medium sized businesses bleed even more money, losing an average of \$23,000 each day.

C-Suite management at SMBs must consider both the direct and indirect costs of downtime. Direct costs are:

- Wasted wages paid to idle employees
- Sales lost during the outages
- The expensive emergency service/repair bill issued by the on-call IT technician brought in to get your business back up and running.

Indirect costs, such as lost customers who have moved on after one too many “Our server is down” messages, are more difficult to quantify but more costly – equating to roughly 62% of all network downtime costs. A specific dollar amount cannot be placed on lost productivity, the long-term consequences of damaged reputation and wasted opportunities that accompany each downtime event.

This is why Chief Information Officers (CIOs) and IT support alike don't have the visibility or insight to understand what the

average downtime event truly costs them. The residual effects of a network outage are typically much more costly than costs related to identifying the root cause of the failure and repairing or replacing any physical hardware.

But so many C-level executives remain mindful of only what downtime costs them in terms of repair or replacement costs. They also tend to gloss over the fact that their day-to-day business processes are more susceptible to outages and inaccessible data than they think.



## Zero In On Infrastructure Vulnerability to Data Center Downtime

### Leading Causes of Downtime

Power Outages – 48%

Accidental Data Deletion – 31%

Employee Created – 29%

Virus/Malware – 25%

Application Failure – 20%

**Power Related Outages** – Vulnerabilities to a data center’s power still rank as one of the leading causes of unplanned network outages and can often be catastrophic. Particularly costly are UPS (Uninterrupted Power Supply) related failures (this includes batteries) and generator failures.

## ZERO IN

To minimize the impact that power outages have on data center operations, and to prevent a potentially catastrophic unavailability of the data center, a dependable backup system is needed. This ensures the backup of critical data and applications is always in place in the event of equipment failure.

The integration of comprehensive infrastructure monitoring and management tools also minimizes the costs associated with identifying and repairing power system failures.

## Accidental Data Deletion and Employee Created Downtime–

Simple human error is a prevalent cause of downtime. Whether months of data is unintentionally lost in a backup error, a power cord is unplugged, a busy IT technician overlooks routine maintenance and alert monitoring, or there is an error in judgment during an emergency, to err is human and apparently quite frequent

as well.

A study by the Gartner Group, an IT research and advisory firm, projected that through 2015, 80% of downtime will be due to people and process issues.

**In the fall of 2010, foursquare** – a widely used mobile check-in app – had a highly publicized outage of eleven hours, followed by another shorter service disruption the next day. All three million users of the app were affected and it was a chain of human mistakes that led to both outages. IT techs noticed that a server was storing too much data, but as the support team tried to resolve the issue, all the servers went down.

## ZERO IN

Regardless of proper training, or the quality of IT technician hires, human mistakes will likely always lead to instances of a downed data center or network, especially considering the expected learning curve of adapting to new technologies.

Ensuring proper communication amongst team members and adequate training at all levels is critical. Of course,

it goes without saying that having a comprehensive backup strategy is also a necessity to counteract downtime and ensure business continuity regardless of who is having a bad day.

**Virus/Malware/Hacks** – SMBs are often guilty of thinking they are immune to hackers, viruses and malware. According to a National Cyber Alliance and Symantec survey, 77% of SMBs don't believe they're at risk for cybercrime while 83% admit to having no formal measures in place to counter these threats. This isn't merely a threat to your data; it puts your bank account and the sensitive data of your customers at risk.

## ZERO IN

Passwords should be regularly changed every few months. They should also be strong. This means no more passwords like “password” or “1234567.” Employees must be educated on security and precautionary measures. And there is no excuse for not having data backed up in this era of cloud computing and virtualization - where the entire contents of physical server – including the operating system,

applications, patches and all data - can easily and cost-effectively be grouped into one software bundle or virtual server.

**Application Failure** – Many applications or their components contribute to recurring downtime. While virtualization offers many multi-faceted advantages it has also further exacerbated overlapping applications in the infrastructure. One small application component failure is now likely to impact many applications.

## ZERO IN

It is critical that all components are profiled and there is a general understanding as to what each application does – the hardware resources used by the application and the software it integrates with. Identifying an owner will allow for better monitoring and recognition of failure points.



## Conclusion

Despite the risks of downtime, many SMBs still don't feel they're at any real risk. There is an overall sentiment of "It won't happen to me." It can be assumed that many hear the word "disaster" and mistakenly assess the immediate risk of natural disasters, such as hurricanes or earthquakes, impacting their day-to-day business. While those events, along with floods and fires, definitely contribute to a large number of unplanned prolonged outages, the truth is there is a new breed of modern era "disaster" culprits that can very literally happen on any given day. Downed networks and data centers from power outages, human error, viruses and malware, and application failure are much more probable and could be just as fatal to SMBs.

## WEATHERING THE STORM

C-suite executives at SMBs must honestly assess their risk, quantify downtime costs, and improve disaster recovery efforts. In terms of ROI (Return on Investment) of business technology, it's important to remember that conventional disaster recovery can be expensive since it requires more time and resources. Stored data on backup tapes can also be more prone to error. Additionally, off-site backup tapes will always lead to prolonged downtime since recovery hinges on the retrieval and delivery of these tapes to the data center.

Many smaller and medium sized businesses are turning to new technology trends like virtualization and cloud computing as a cost effective means to better prepare for outages and the loss of critical business information. According to *Symantec's 2012 Disaster Preparedness Survey*, 26% of SMB executives cited

disaster preparedness as a moderate to large influencer on their choice to move to a virtualized server infrastructure, 30% said minimizing downtime influenced their decision to move to public clouds, and 32% said a quicker recovery time affected their decision to move a private cloud.

SMBs can benefit from a little help when it comes to properly implementing and leveraging this new technology to strengthen their disaster recovery efforts. Access to a 24/7 NOC (Network Operations Center) team offering remote monitoring and management solutions, along with a 24/7 help desk, can help SMBs improve backup, monitoring and troubleshooting processes for maximum uptime and business continuity.

### **For Additional Information Please Contact**

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T: 412-381-0230

2403 Sidney Street, Pittsburgh, PA, 15203

<https://www.mindmatrix.net/>



# Local Telephone Numbers Order Processing Form

ZULTYS, INC.

Company Name  
Street Address  
Suite Number  
City, State, ZIP

Contact Name  
Contact Phone  
Contact E-Mail

Quote  
Doc Created 10\10\2020

Idx.	Specify search criteria (one or more NPA or NPA-Nxx or VANITY)	Qty.	Directory listing information (Company name and address)
1		5	
2			
3			
4			
5			

### Authorization

By signing below, (i) you represent and warrant that you are an authorized representative of the customer and have the necessary power and authority to execute and deliver this order form by and on behalf of the customer; and (ii) you further acknowledge that you have read, agree and accept the Zultys Cloud Services Terms and Conditions which are incorporated by reference into this order form and that you have accessed and printed a copy of the Zultys Cloud Services Terms and Conditions online at [www.zultys.com/zultys-cloud-services/terms-and-conditions](http://www.zultys.com/zultys-cloud-services/terms-and-conditions). Your use of the Zultys services or products constitutes your acceptance of the Zultys Cloud Services Terms and Conditions.

Customer full name

Signature

Date



# Organization

Internal View

Explore the catalog for ConnectWise approved solutions that work seamlessly with your infrastructure. Solution partner offerings can help solve your toughest business challenges, across any industry, and any technology.



## Acronis

Technology company

2403 sidney street, Pittsburgh, PA 15203

Phone: 000 000 0000

supportus@acronis.com

[www.acronis.com](http://www.acronis.com)

Partner Level

**Bronze**

Score

**+60**

Number of Users

**126**

Engagement Level

**Low**

Master Agent/Distributor

**Avant**

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Stop more cyberthreats for clients with fewer resources. The Advanced Cyber Security add-on extends the endpoint protection capabilities of Acronis Cyber Protect Cloud, enabling you to lower the risks to your clients with enhanced anti-malware protection and remediation services. Simplify deployment, configuration, and management tasks with advanced integration and automation.

Minimize the risk for clients with Acronis Cyber Protect Cloud, the single cyber protection solution that integrates best-of-breed backup and recovery, endpoint protection management, and cybersecurity – with anti-malware technology that counters ransomware and zero-day attacks and complements your clients’ current antivirus. Enhance their protection with Advanced Security’s full-stack anti-malware – replacing their antivirus with our proven, integrated cyber protection. Advanced Security enables you to offer more cybersecurity services with less management burden, replacing non-integrated antivirus tools with complete endpoint security that’s integrated with data protection. Protect the recovery process to prevent threat recurrence. Ensure breaches are fully remediated with forensic insights. Ease the process and reduce the cost of security investigations by collecting digital evidence and forensic data in backups, where it’s protected against threats.

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## Acronis Security Industry Recognition



MVI Member



VIRUSTOTAL Memeber



M3AAWG Member



Anti-Malware Testing Standart Organization



Cloud Security Alliance Member



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**-**

Address  
**Sidney Street**

City  
**Pittsburgh**

State  
**Pennsylvania**

Country  
**USA**

Number of User  
**14**

Exabean Product  
**Fusion SIEM**

Exabean Feature  
**Compromised Insider**

Partner Logo 1



Partner Logo 2



Partner Logo 3



Color 1  
**#C46969**

Color 2  
**#4443E4**

Color 3  
**#F79531**

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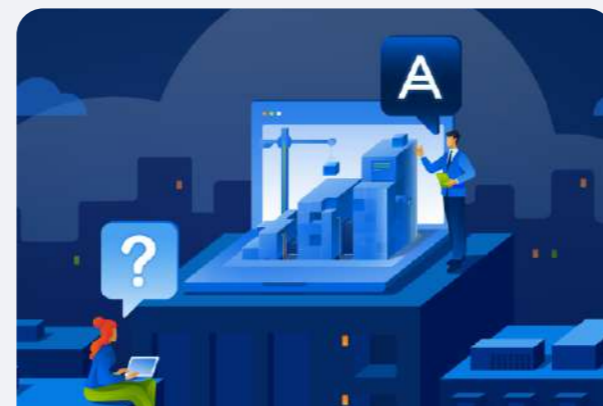
#### Advanced Cyber Security

Discover a comprehensive defense against today's cyberthreats



#### Advanced Disaster Recovery

Protect your client's workloads when disaster strikes by instantly spinning up systems



#### Advanced File Sync

Offer secure collaboration services with embedded data authenticity



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Cloud computing transforms IT infrastructure into a utility: It lets you 'plug into' infrastructure via...



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### Social Drip

Total Drip	<b>35</b>
Active Drip	<b>1</b>

♥ 15
💬 10
↪ 11

### Landing Pages

Total Pages	<b>68</b>
Active Pages	<b>33</b>

👁 954
➔ 8
🔄 4%

### Playbooks

Total Playbooks	<b>33</b>
Active	<b>20</b>
Completed	<b>6</b>

### Social Activation Status

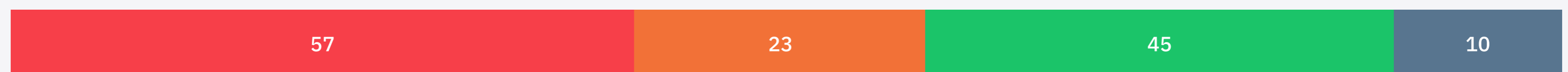
Facebook <b>85</b>	Twitter <b>36</b>
LinkedIn <b>91</b>	Blog <b>4</b>

### Leads Stats

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

**135** Total Leads

2021 Q3



● Hot ● Medium ● Low ● Not Sure

### Email Report

2021 Q3

Email Sent

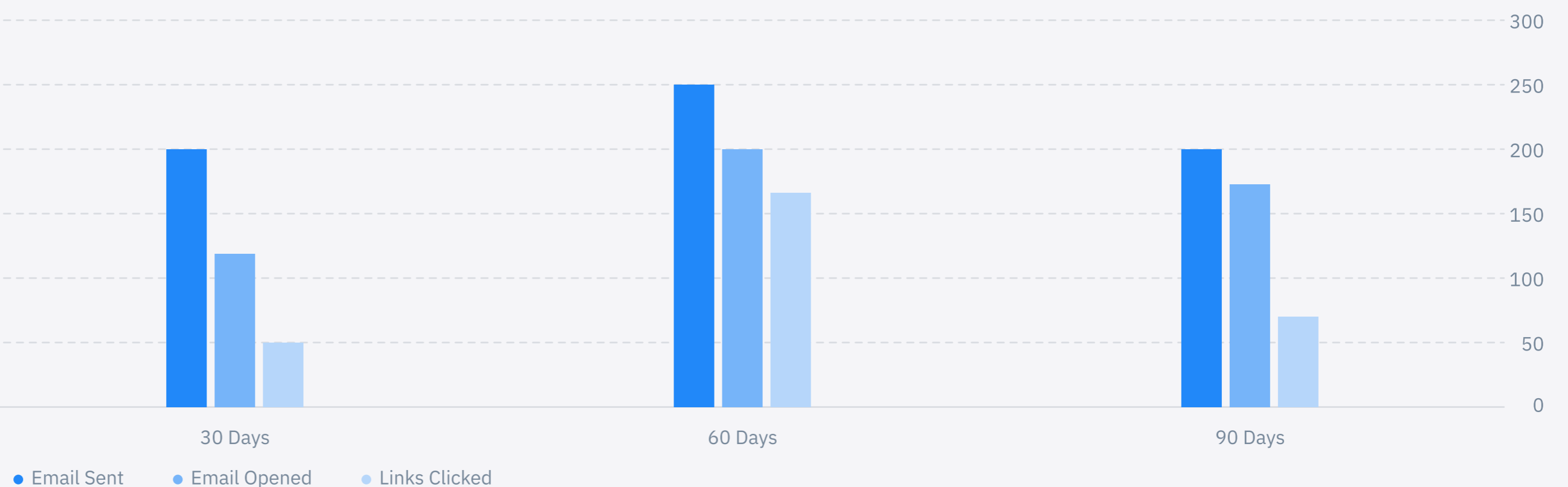
**651**

Email Opened

**443**

Links Clicked

**280**





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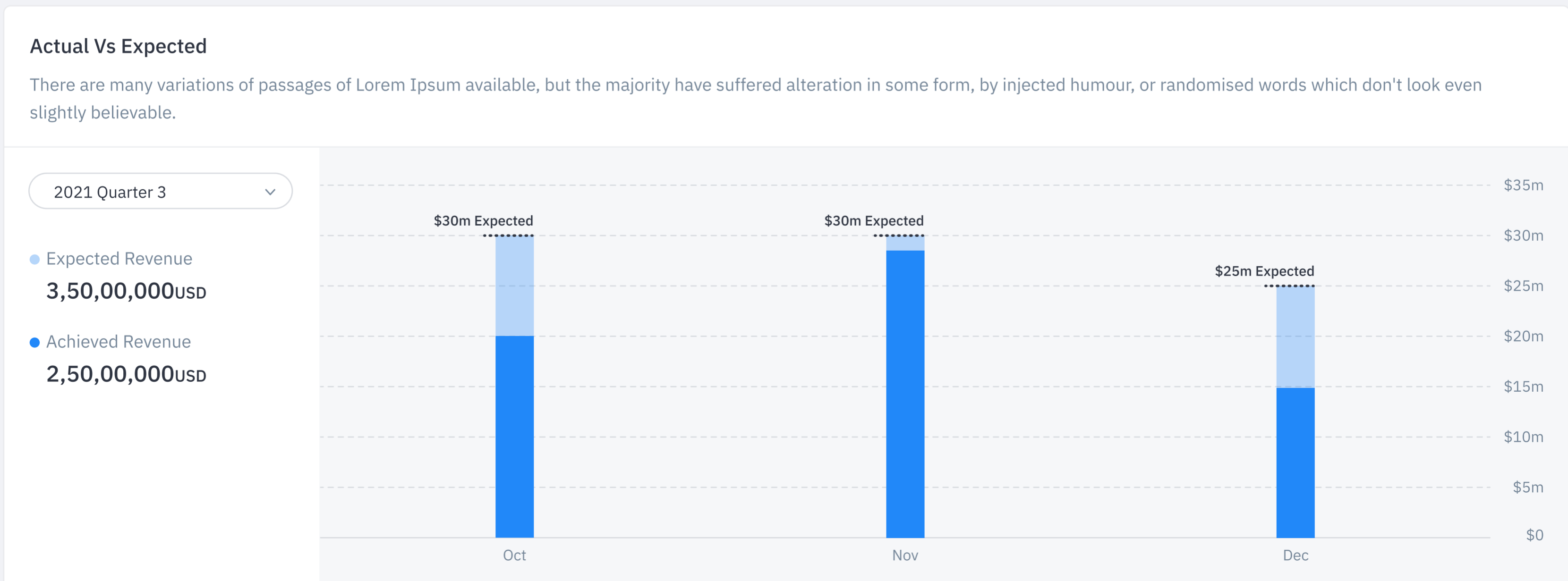
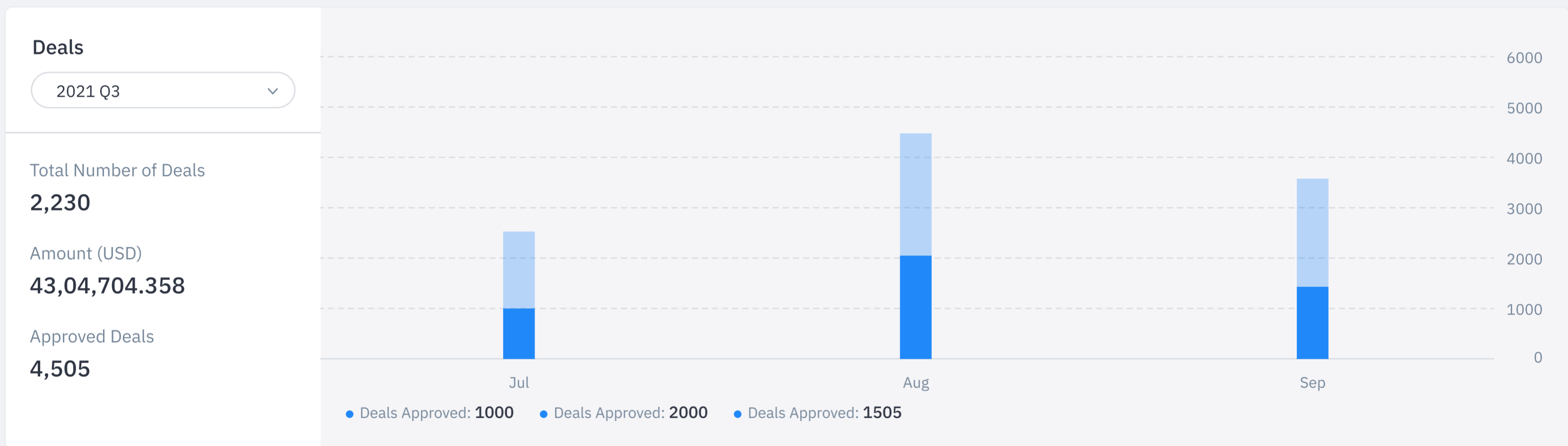
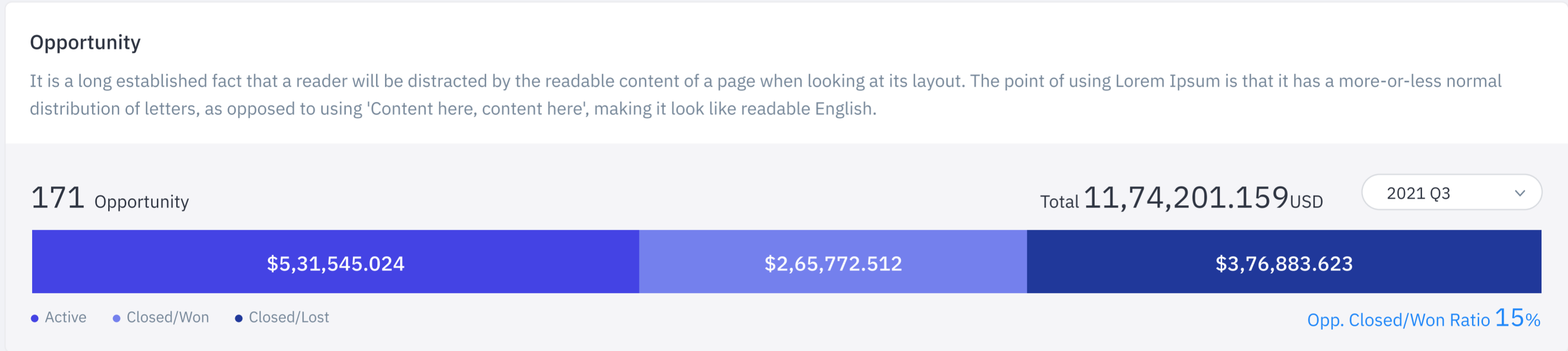
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**Number of Users**  
**121** ↑ +12%

**MDF Allocated**  
**9,014**USD

**MDF Used**  
**8,536**USD



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Twitter Link  
<https://twitter.com/Acronis>

Google Review Link  
**-**

Address  
**Sidney Street**

City  
**Pittsburgh**

State  
**Pennsylvania**

Country  
**USA**

Number of User  
**14**

Exabean Product  
**Fusion SIEM**

Exabean Feature  
**Compromised Insider**

Partner Logo 1



Partner Logo 2



Partner Logo 3



Color 1  
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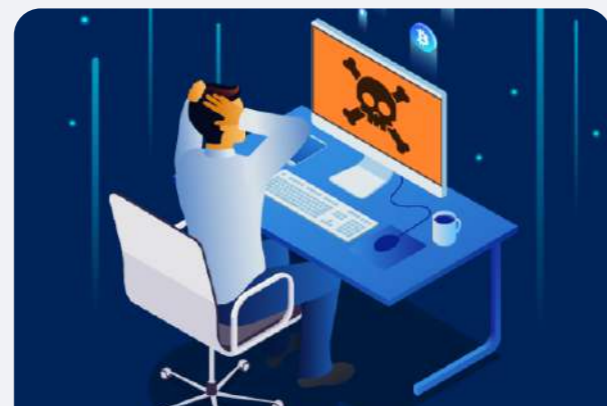
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All ▼



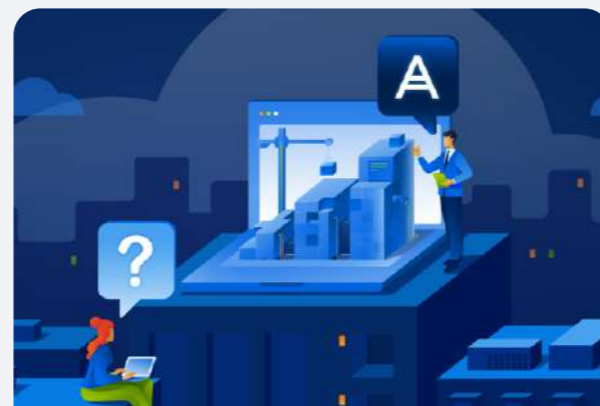
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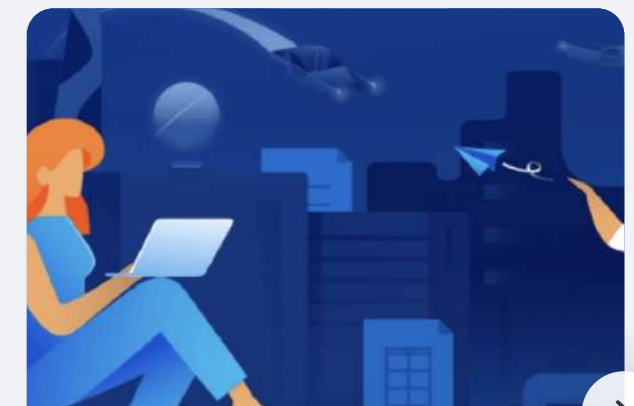
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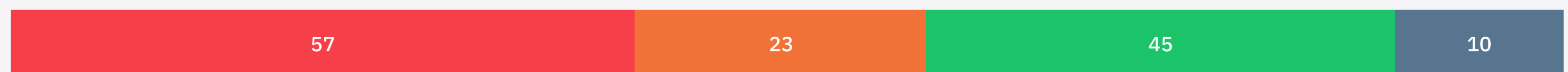
Facebook <b>85</b>	Twitter <b>36</b>
LinkedIn <b>91</b>	Blog <b>4</b>

### Leads Stats

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

**135** Total Leads

2021 Q3



● Hot ● Medium ● Low ● Not Sure

### Email Report

2021 Q3

Email Sent

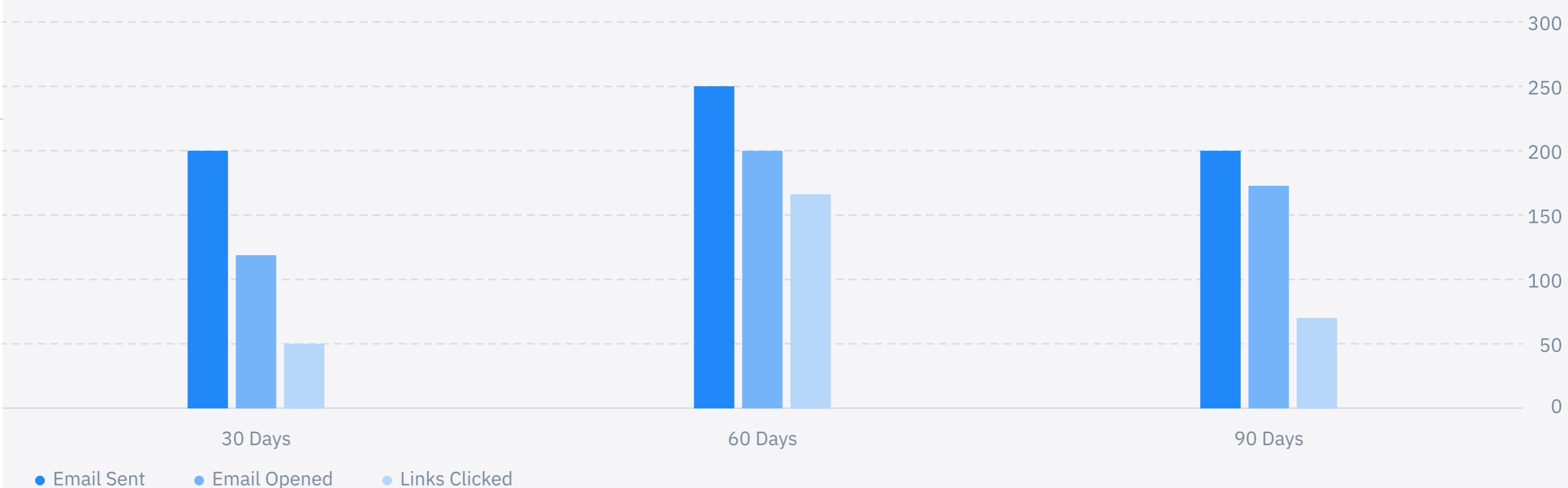
**651**

Email Opened

**443**

Links Clicked

**280**



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## Acronis

Technology company

2403 sidney street, Pittsburgh, PA 15203

Phone: 000 000 0000

supportus@acronis.com

www.acronis.com

Partner Level

**Bronze**

Score

**+60**

Number of Users

**126**

Engagement Level

**Low**

Master Agent/Distributor

**Avant**

CRM

**SFDC**

- About
- Info
- Related Products
- Related Solutions
- Marketing Activities
- Sales Activities**

**Number of Users**

**121** ↑ +12%

**MDF Allocated**

**9,014**USD

**MDF Used**

**8,536**USD

### Opportunity

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English.

**171** Opportunity Total **11,74,201.159**USD 2021 Q3

<b>\$5,31,545.024</b>	<b>\$2,65,772.512</b>	<b>\$3,76,883.623</b>
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● Active ● Closed/Won ● Closed/Lost Opp. Closed/Won Ratio **15%**

### Deals

2021 Q3

Total Number of Deals **2,230**

Amount (USD) **43,04,704.358**

Approved Deals **4,505**

Month	Deals Approved	Deals Not Approved
Jul	1000	~1500
Aug	2000	~1500
Sep	1505	~1500

● Deals Approved: 1000 ● Deals Approved: 2000 ● Deals Approved: 1505

### Actual Vs Expected

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable.

2021 Quarter 3

● Expected Revenue **3,50,00,000**USD

● Achieved Revenue **2,50,00,000**USD

Month	Achieved Revenue	Expected Revenue
Oct	~\$15m	\$30m
Nov	~\$15m	\$30m
Dec	~\$10m	\$25m