

# DO YOU KNOW WHAT TO DO WHEN YOUR SERVER CRASHES?



Many small businesses don't realize how harmful network downtime can be.



**Bottom line: you lose money when your network is down.**

**Your business depends on continual network uptime. Do you have a plan in place if your network crashes and you can't recover —taking down the systems you rely on to operate?**

When your network crashes, your office comes to a screeching halt. Depending on the scale of the outage — employees can't email or access the information they need to work, customers can't purchase online, and you could permanently lose access to critical business information.

## Question Time

When we talk to potential customers, there's a series of questions we ask. The majority of the time, the conversation goes like this. We start with a basic question:

### What if. . .

*Your server goes down?*

**A: We can't work.**

*What if your server won't reboot, do you have a plan to acquire a new one?*

**A: Yes, we have an IT guy.**

*What if your IT guy is on vacation or committed to other client work for the next two days?*

**A: [blank stares and you can almost see the "Uh oh" thought bubble appear]**

*Let's switch gears, what happens to your data?*

**A: We backup our data.**

*What happens if your data backup is hacked by ransomware and the hackers don't send you the decryption key to your data even if you pay the ransom?*

**A: [blank stare]**

## Business owners often assume a few things that aren't true:

- They can get a server up and running again quickly
- Their data backup will actually work.
- Ransomware is only a problem for big companies (81% of SMBs have been victims of a cyberattack, 35% have been ransomware victims).

The truth is unless you have a spare server in your office (hardly ever true), it will take time to order it, receive it, and get it configured. Can your business afford to be offline for half a day (or a day or a week)?

SMB backup plans often fail because they aren't validated and often backups aren't even run.

## A Ransomware Downtime True Story

Before they became a Coordinated customer, a flower shop was hit with 6 ransomware attacks. They paid \$5,000 for ransomware and another \$15,000 in consulting fees to restart their servers. They were down for days.

Now, are you sure you know what to do if your server crashes? It's not worth betting your business' survival on a "maybe" answer to that question.

Coordinated's managed network services can be your trusted third-party who will ensure consistent data backup to prevent data loss and protect against ransomware. We'll also prevent network downtime, but if downtime does occur, you'll be operational again in hours - not days or weeks.

**The first step is a network assessment.**



» **Contact Coordinated for a FREE NETWORK ASSESSMENT.** «

**Take the first step to securing your business today!**



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