



**Protect Your  
Manufacturing Company  
by Adding Business  
Continuity to Your  
Assembly Line.**

**A**s a manufacturer, you're producing real, tangible products each and every day. Your company's ability to produce high volumes at low costs can determine where you fall among your competitors.

In the age of technology, your equipment relies heavily on the computers configuring its behavior. What would happen if those systems become compromised? How long could you afford to halt production?

In the manufacturing industry, downtime comes with costs from a wide range of sources. If production stops, you'll likely be paying a lot of employees who are standing around, waiting for a solution. The inability to fill quotas can impact sales. This can also damage your reputation, as customers are unable to place orders. Like any other business, manufacturers are vulnerable to fire, flood, severe weather, power outages, and any other calamity that could take systems offline and/or wipe out valuable data.

Additionally, there's the risk of human error; your own employees may make mistakes or even take malicious actions. For manufacturers, specifically, the loss of intellectual property data can greatly hamper business.



# A False Sense of Security

While you may be taking some precautions, such as securing and backing up your sensitive data, sometimes that's not enough. There is a common misconception that data is safe if backed up once a day. However, this belief is outdated. Daily backups are no longer sufficient for several reasons:

- **If you forget to perform the backup or the backup process fails, you're not protected.**
- **If you only back up your files once a day, you're left vulnerable to the loss of an entire day's work.**
- **If you don't properly validate your backup files, you could be in for an unpleasant surprise when you actually try to use those files to restore your company's operations.**
- **If you only back up your files on-site, you could lose them in an on-site disaster such as a fire, flood, or targeted attack – leaving you with no way to restore production.**
- **If you only back up your raw data, rather than all of your application and server configuration files, it could take several days to restore your business, because you will also have to rebuild your servers, operating systems, applications, etc.**

Some manufacturers are turning to business interruption insurance to cover the costs of rebuilding, restoring, or regaining lost income. However, while an insurance provider may write you a check for the cost of a server that gets damaged because of a broken pipe, the check won't shield you from damaged or lost client relationships. Ultimately, your reputation isn't something that can be financially insured.

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# How Vulnerable Are You?

If your company doesn't have the IT resources to effectively recover from a major outage, make sure you're weighing all of the factors related to the costs of downtime. Here are the facts:

- **US businesses lose \$12 billion annually due to data loss.<sup>1</sup>**
- **93% of companies that lose their data center for 10+ days file for bankruptcy within one year.<sup>2</sup>**

## Best Practices for Manufacturers

In a survey by Kaspersky Lab, manufacturers reported that “Internal Operational Information” and “Intellectual Property” were the data types they would most fear losing<sup>3</sup>. The research identified malware as the most common cause of recent data loss. Following malware, software vulnerabilities, network intrusion, and targeted attacks were all mentioned. Here are some tips to help your business avoid costly downtime:

- **Outsource your company's IT needs to an expert who has experience in the manufacturing industry.**
- **Don't sacrifice quality to save money when purchasing hardware. In the long run, it will benefit you (and your bottom line) to have strong technology.**
- **Update hardware and software in a timely manner, perform proactive maintenance, and regularly back up systems.**
- **Establish, review, and maintain security of all company technology.**

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Any company that has not recently re-assessed its backup and disaster recovery procedures should do so in order to conform to industry-standard best practices.

## The Better Way: Business Continuity

Business continuity describes a complete solution for backup and disaster recovery. A true business continuity solution will protect data on-premises (in physical and virtual servers) and in the cloud. Whether data is on servers or in SaaS applications, it needs to be backed up. Business continuity goes a step further and also provides you the ability to restore your data. We call this capability disaster recovery.

Whether your business is faced with a natural disaster or one that is man-made, a strong business continuity solution will have you up and running in minutes. Solutions that leverage the hybrid cloud can guarantee a quicker restore time as well. Why? Local backups are great to keep data stored on local devices, but if something happens to that device, there must be a contingency plan. A hybrid cloud backup solution takes an initial backup on a local device and then replicates the backup to a cloud server. Cloud-only solutions are not as reliable on their own due to bandwidth issues. A hybrid model works to alleviate the vulnerabilities by implementing both processes to fill in the gaps in each. That's intelligent business continuity.

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# Take the First Step Toward Intelligent Business Continuity

Manufacturers that are unprepared for data loss are at great risk of high-cost downtime. Those that implement business continuity solutions, on the other hand, will be at a significant advantage.

**Get in touch with ATB Technologies to identify an intelligent solution for your business.**

We'll discuss your current systems and identify the ideal back up and restoration processes for your environment. Our team based in St. Louis, Missouri, has been serving manufacturers across the United States for decades.

Call today to protect your systems, remove worry, and give your business the advantage of preparedness.



## For more information please contact:

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### Sources

*1 Beyond Technology*

*2 National Archives & Records Administration*

*3 Kaspersky Lab*