8   Figure 1:

elsewhere, costing not just current but future sales if they continue to do business with your competitors after you've recovered.

Bear in mind that user need may or may not be synonymous with executive priorities when it comes to the bottom line. For example, the advertising department may declare Photoshop and QuarkXPress to be mission-critical applications, however, senior management may decide that the organization can survive for the first few days of a disaster without developing14(pinpefe) senior manageme

Organizations in coastal areas should look at DR sites inland, on high ground. In California, where you have the trifecta of earthquakes, landslides, and wildfires, place your DR site well outside the usual radius of such activities. For less disaster-prone locales, a DR site 30 miles to 40 miles away, ideally in an area served by a different utility company, is far enough.

TYPEksFa DRSITPESd

that you need a backup generator in the penthouse—some organizations are choosing to put
t

spend $10,000 to avoid losing $5,000. Don't waste time building a gold-plated disaster recovery plan that senior management won't pay for.

Even more important than speed of recovery is the point in time at which data is restored; this is known as the recovery point objective (RPO). The nature of the data being restored deter-

copy of the database. Transaction replication relies on either transaction log files being filled and copied to the target server, or that they acquire their data from the source database server after it's been written. This means that these systems can't achieve the near-zero RPB.block10(erT.4 -25 logction

High-speed metro Ethernet services, collocation data centers, and server virtualization can com-

Time, Staff Limit

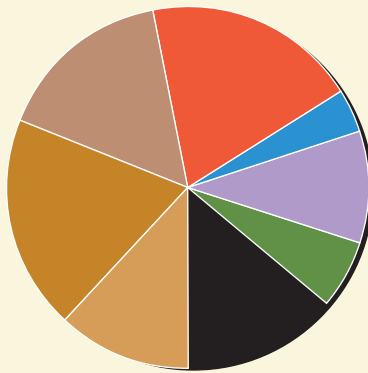# IBM Primary BC/DR Vendor Currently In Use

Which of the following vendors is your organization curren

Note: Multiple responses allowed

Base: 99 respondents with a business continuity/disaster recovery plan in place at companies with 500-4,999 employees

Data: *InformationWeek* Analytics Business Continuity/Disaster Recovery Survey of 560 business technology professionals

Job Title

Base: 125 respondents at companies with 500-4,999 employees
Data: *InformationWeek* 5f14 1 Td(Anhnology profg Tn)Talnf