RTO

MTPoD

Cost

- **How long** does it take to backup?

- More importantly, **how long** does it take to recover?

  - Recovery Time Object (**RTO**) — amount of time you have to recover a system

  - Maximum Tolerable Period of Disruption (**MTPoD**) — how long can you go before the business REALLY begins to suffer

- How much space?

- Monthly or annual bills?

Effectiveness