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Ben Doyle

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CYBER SECURITY EVENT

Protect What Matters Most: Business Continuity & Disaster Recovery Essentials

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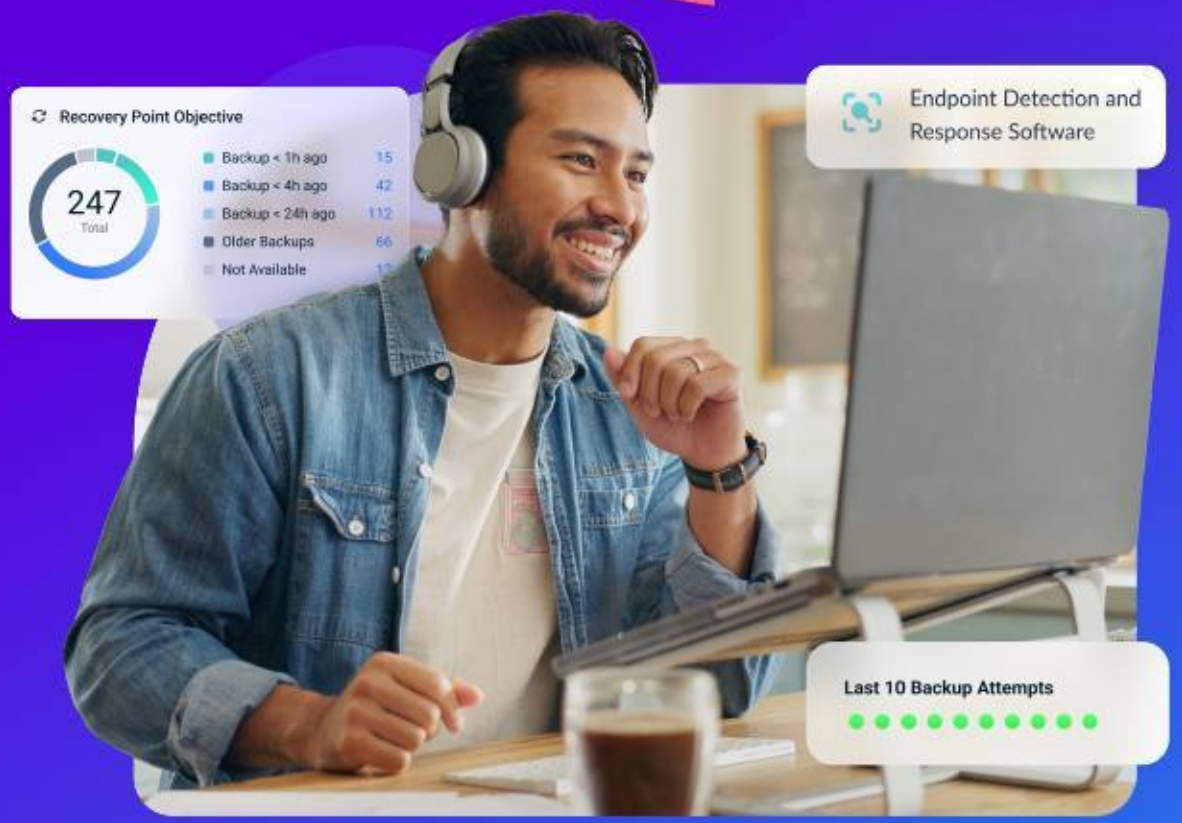
Backup isn't cool...





...but it's more important than ever!

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TECH * CRIME

Europe

Europol warns AI is making organized crime 'more precise and devastating' because it's able to create 'highly realistic synthetic media' that propagates violence and normalizes corruption

By Mike Corder and The Associated Press Follow

March 18, 2025, 11:10 AM ET



Europol Executive Director Catherine De Bolle pictured during a press conference to present a report on the most threatening criminal networks in the European Union, in Brussels, Thursday April 4, 2024.

HATIM KAGHAT / BELGA MAG / AFP—GETTY IMAGES

Change Healthcare Finally Admits It Paid Ransomware Hackers $22 Million—and Still Faces a Patient Data Leak

Hackers steal sensitive data from Pennsylvania county during ransomware attack

Sam's Club investigating attack c linked to Clop ransomware

Ransomware Statistics in the U.S.

Lurie Children's Hospital restores key systems following cyberattack, MyChart remains down

Ransomware crews add 'EDR kill arsenal – and some aren't even n

cyberattack impacted aked sensitive medical

gainst dangerous ware attacks. Here's tected.

Wake Up And Smell The Ransomware—Starbucks Impacted By Cyber Attack

Local doctor hit by ransomware attack fights to save his practice

MSPs remain targets for ransomware attacks

SMBs are the #1 target of cyber crime



of Irish SMEs have inadequate cyber resilience

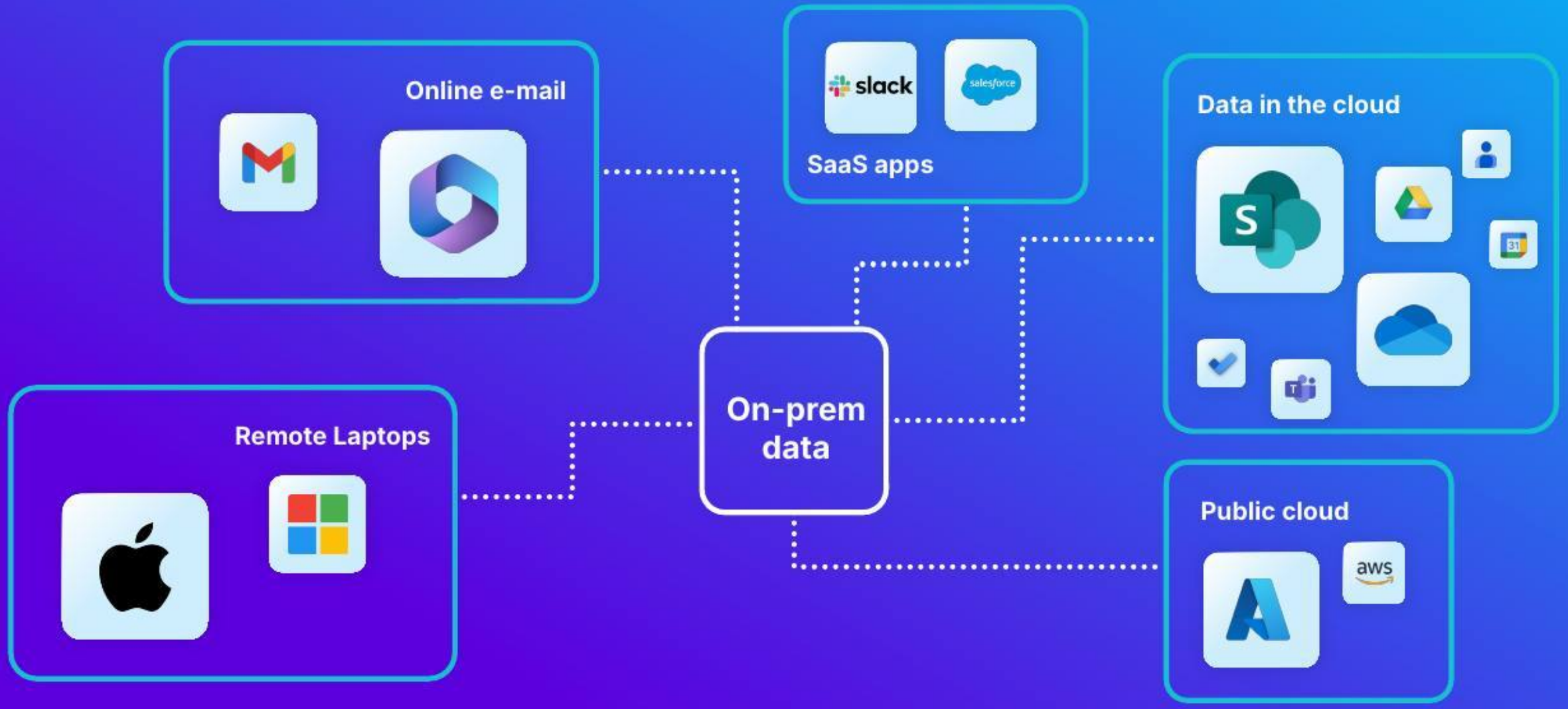


Irish SMBs face 4–5 incidents/year at €8,700 each



Of SMB’s face irrecoverable damage

Data is also on the move



Are you truly protecting your data?

Help our server has crashed!

We think we've been hacked!

Microsoft/Google are down!

3 truths to disaster recovery

Backup & Disaster Recovery



3 truths to disaster recovery

#1

Recovery is what matters

#2

RTO-based investment

#3

The Kaseya advantage

Failure to properly backup can be the end of a business





National Archives & Records Administration

3 truths to disaster recovery

#1

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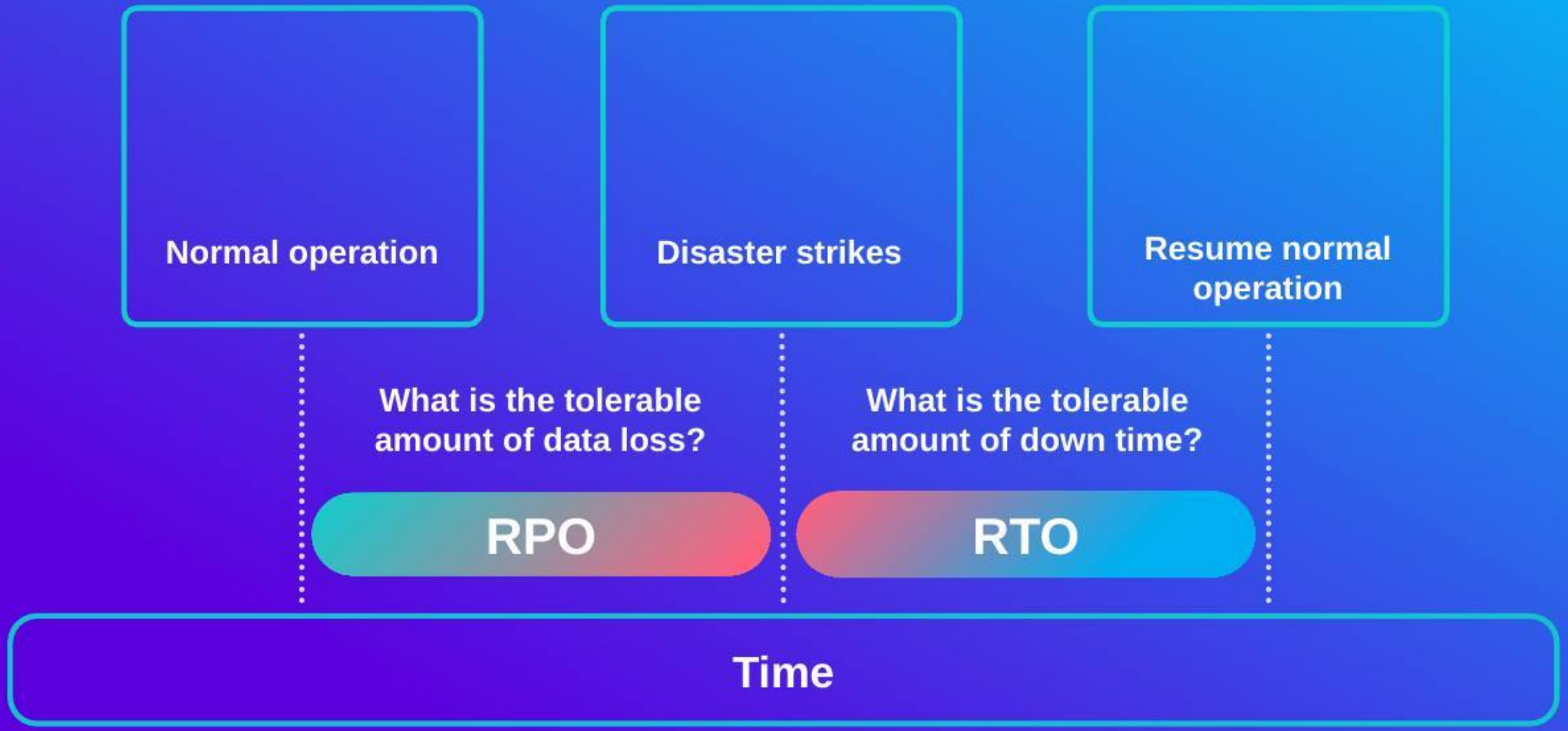
The Kaseya advantage


Normal operation
Disaster strikes
Resume normal operation
What is the tolerable amount of data loss?
What is the tolerable amount of down time?
RPO
RTO
Time

RTO and cyber liability insurance

2. With respect to computer systems, does the **Applicant** have (select all that apply):

RTO

- [x] Secondary / backup computer system
- [ ] Business continuity plan
- [ ] Disaster recovery plan
- [ ] Incident response plan for network intrusions and virus incidents

If a secondary / backup system is in place, how long before this system is operational? 1 Hour

3. Which of the following does the **Applicant** currently have in place (select all that apply):

- [ ] Up-to-date, active firewall technology
- [ ] Patch management procedures
- [ ] Multi-Factor login for privileged access
- [ ] Remote access limited to VPN
- [ ] Updated anti-virus software active on all computers and networks
- [ ] Intrusion detection software
- [ ] Valuable / Sensitive Data Backup procedures
- [ ] Procedure to test or audit network security controls

How you protect it matters

both commercially and technically

Data protection for every use case – priced right



3 truths to disaster recovery

#1

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The Unitec/Kaseya advantage

SIRIS – The Process – Business Continuity and Disaster Recovery Solution



DR from Cloud: Support enabled data download, Reverse RoundTrip

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Backup is one of the most important services for IT

but it can be one of the most complex and costly.

365 days a year

24 hours a day

60 minutes an hour

525,600 minutes a year

Let’s round this down to 500,000 minutes per year

Annual turnover **of an example customer** € 4 million

Break down to turnover per minute

€ 4.000.000 / 500.000 =

€ 8 per minute!

Annual turnover **of an example customer** € 4 million

Break down to turnover per minute

€ 4.000.000 / 500.000 =

€ 8 per minute!

E.G Monthly cost BCDR by € 1,250

Annualized this is € 15,000

€ 15,000 / 500,000 = €0.03 per minute!

So to protect € 8

…the cost is € 0.03

…that is 0.375%

And an average outage quickly takes an hour to solve…