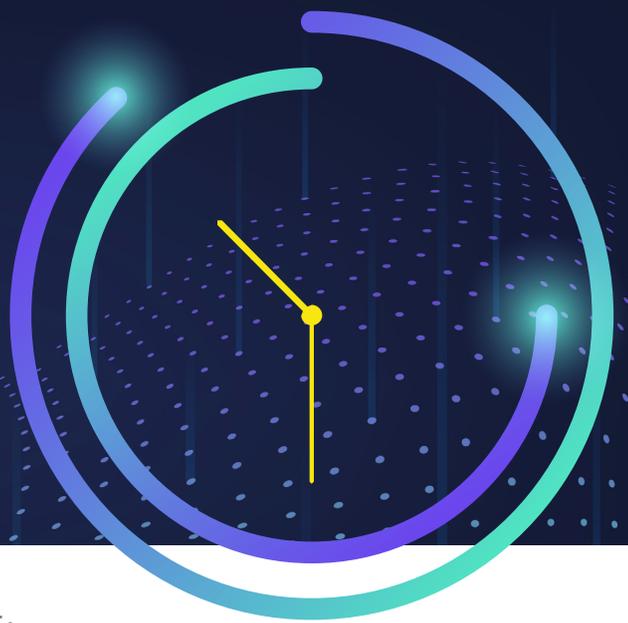


# WHEN EVERY MOMENT COUNTS:

Business continuity in the digital economy



IN ONE MINUTE:

**258**

BABIES ARE BORN.

**300,000**

TONS OF ICE MELTS IN ANTARCTICA.

**627,000**

COCA-COLAS ARE CONSUMED.

**146,271,540**

EMAILS ARE SENT.<sup>1</sup>

A LOT CAN HAPPEN IN A MINUTE, ESPECIALLY IN TODAY'S DIGITAL ECONOMY.



93% OF IT DECISION MAKERS COULD TOLERATE MINIMAL, IF ANY, DATA LOSS FROM CRITICAL BUSINESS APPLICATIONS.



50% HAVE LESS THAN ONE HOUR TO RECOVER BUSINESS-CRITICAL DATA BEFORE IT STARTS TO IMPACT REVENUE.<sup>2</sup>

FOR NIKE, THAT'S **\$2,160,000 IN REVENUE** THAT MAY BE LOST, AND FOR AIR TRAFFIC CONTROL, THAT'S **3,480 PLANES** THAT CAN'T TAKE OFF OR LAND.<sup>3</sup>



## WHAT IF YOUR BUSINESS NEVER EXPERIENCED DOWNTIME?

Ensure critical applications remain running and operational with Arcserve Continuous Availability. Powered by asynchronous replication technology, Arcserve Continuous Availability is the only solution that delivers high availability, combined with heartbeat-powered automatic failover, and continuous data protection for Windows and Linux applications and systems on-premises, remote, and in the cloud.

Learn how you can enable true business continuity at [arcserve.com/data-protection-solutions/arcserve-continuous-availability/](https://arcserve.com/data-protection-solutions/arcserve-continuous-availability/)



Deliver true application and system availability without worrying about recovery time or data loss.



Prevent data loss from unplanned outages and ransomware events with real-time replication and data rewind.



Guarantee system resiliency with automated, non-disruptive system availability testing.



Run continuous availability on-premises, remote, or in the cloud.



Protect virtual and physical servers, as well as cloud environments.

References

1. <https://www.omnicalculator.com/everyday-life/every-second>
2. Arcserve and MayHill Strategies survey, September 2018
3. <https://www.omnicalculator.com/everyday-life/every-second>