



White Paper

Business continuity

We can help you prepare
for the unexpected

Stay in the game

Your business continuity strategy could mean the difference between life and death for your business.

Did you know that 80% of small to medium-sized organisations fail within 18 months of experiencing a major network problem.¹ And 90% of those that lose data in a disaster are forced to shut within two years.² These figures may be worrying, but they're also preventable.

When it comes to protecting your network and data, we're always on hand to help you create a strategy that meets your needs. We'll make sure you're fully prepared to keep any impact to a minimum, and we'll get you back up and running quickly in the case of any emergency.

Are you protected?

To keep your business safe, you need to protect yourself against a number of issues, such as:

- Natural disasters
- Malicious viruses or hacking
- Power failures.

What price disaster?

The Business Continuity Institute (BCI) estimates that the UK economy is losing £11.1 billion a year (the equivalent to 0.8% of UK GDP) to major disruptions from lack of business continuity management within UK organisations.³

Keep everything running smoothly

No-one can predict the future, but you can ensure your business is prepared to survive any possible disaster. How far you go in building resilience depends on the importance of your data and your budget – but here are four key areas to take into consideration.

1. Install back-up connections

Ensuring alternative network access means critical applications can continue to run even if one provider has a major outage. An alternative transmission path can also help you manage unexpectedly high volumes of traffic – such as those created by viruses or malicious hackers – so business critical applications can continue to run unaffected.

2. Eliminate a single point of failure

If you rely on a single system to deliver voice and data services, you're in trouble if that network goes down. Instead, running multiple links between your sites and the rest of your private network guarantees uptime should one of these connections become damaged or stop working.

3. Keep people connected

Any-to-any connectivity is easy with Virgin Media Business, by creating multiple connections into your Virtual Private Network (VPN). So even if a location experiences a problem, your staff can log into your VPN from anywhere. Accessing emails, information and applications – without your customers even noticing.

4. Prioritise critical data

Even with a back-up system in place, if one of your main circuits goes down, you risk a bottleneck of data struggling to flow across the secondary network. So prioritising which data gets through first is essential. With Virgin Media Business, you can choose from up to eight predefined Quality of Service (QoS) levels, so you know your business-critical applications will continue to perform at optimum levels.

Your options at a glance

Virgin Media Business has a whole host of sophisticated solutions to help keep your network, data – and business – up and running, whatever happens. Including:

- **Ethernet VPN and IPVPN solutions** – ensure employees can stay in touch with critical data and applications. With our national network, you can keep your people connected to any information they need, wherever they are in the UK. And by creating multiple connections, you can protect your business should any one link become damaged.
- **Customer Contact Solutions** – by creating a virtual call centre, you can instantly route and re-route calls around agents, wherever they're answering the phone. So your customers can still get through, no matter what happens.
- **Managed Internet Access** – quickly allow people to connect to the essential applications they need from alternative locations using secure online access. With a managed service and additional security features, including SSL VPN and Managed Authentication Service, they can continue to work from a remote location without your customers noticing any difference in service.

^{1,2} <http://www.lanmic.org.uk/PDF/BCM/London%20Chamber%20of%20Commerce.pdf>

³ BCI, March 2009



For more information about Virgin Media Business or business continuity, call 0800 052 0845 or visit www.virginmediabusiness.co.uk