



# Can Your Small Business Survive a Disaster?

Is your business prepared to survive a disaster? *Most aren't*, according to results from the new 2012 AT&T Business Continuity Survey.\*

*How do you rate against your peers?*

## Why you should worry

**27%** of these disasters caused losses of \$100,000 or more

**23%** of small and midsize businesses have suffered a disaster or other emergency *in the past two years*



## Why is this happening?



- Many don't make disaster planning a priority
- Many fail to plan
- Many fail to back up their data

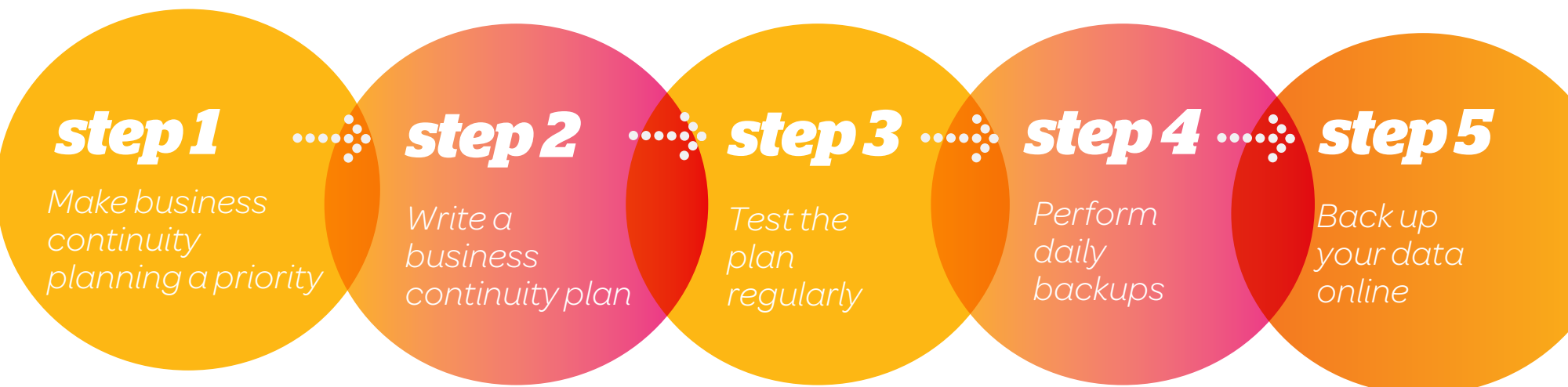


vs.



61%	❖	<i>I don't make disaster planning a high priority</i>	❖	45%
63%	❖	<i>I don't have a disaster plan</i>	❖	36%
82%	❖	<i>I don't test my disaster plan more than once a year</i>	❖	53%
63%	❖	<i>I don't back up my data daily</i>	❖	40%
67%	❖	<i>I don't back up my data online</i>	❖	56%

## What Can You Do?



## Let AT&T Help



AT&T can help you safeguard your business by providing you with tools to help keep your business prepared and safe. You can learn more about protecting your assets by checking the readiness of your business and learning what other companies have done to prepare for a disaster.

\*The 2012 AT&T Business Continuity Survey was conducted online among a representative sample of 381 principals, CIOs and IT directors at companies with up to 500 employees in the United States by Bredin Inc. between May 10 and May 17, 2012. The survey had a margin of error of +/-5 percentage points at the 90% level of confidence.