

Safeguard Your Business – By the Numbers

Quick Facts and Figures

There are more than 27 million small businesses in the United States, and they play a significant role in the economy. Together, they have generated more than 60 percent of new jobs over the last 15 years, according to the U.S. Small Business Administration.

Disaster Preparedness

The strength of local communities often depends on the success of small businesses. As a result, entire communities benefit when small businesses are prepared for emergencies and natural or manmade disasters.

- ❖ More than one in four small businesses will experience a “significant crisis” – hurricane, wildfire, tornado, power outage, flash flood, cyber breach, etc. – in any given year. (*Continuity Insights magazine and KPMY Risk Advisory Services survey*)
- ❖ Nearly two-thirds of small businesses do not have an emergency plan in place for their business. (*The Advertising Council*)
- ❖ Up to 40 percent of businesses affected by a natural or man-made disaster never reopen. (*Insurance Information Institute*)
- ❖ Putting a disaster plan in motion now will improve the likelihood that businesses and organizations will not only survive and recover themselves, but also help their neighbors and communities recover more quickly. (*Federal Emergency Management Agency*)

Cyber Security

Digital data is more valuable than some small business owners may realize. Customer files, financial records, and digital resources are vital to reopen after a hacking incident, and storing data remotely or online makes the process easier.

- ❖ Nearly one-third of businesses indicate that a major security breach has the potential to put them out of business entirely. (*McAfee*)
- ❖ Spyware infections require two-and-a-half days to resolve and cost small businesses \$8,000 a year, in addition to any lost revenue associated with the incident. (*CompTIA*)
- ❖ While 92 percent of businesses back up data, less than one-third do so remotely either via Internet or by taking storage devices offsite. (*2012 AT&T Small Business Tech Poll*)
- ❖ Seven in 10 small businesses go out of business within a year of a severe data loss. (*Price Waterhouse Coopers*)

