

HOW TO AVOID

Business Disaster

It's not if, only when. Be prepared!



1

Natural Disasters

Plan for relocation.
Backup essential systems using Cloud services: Google Drive, Dropbox, etc. CRM and Marketing Automation systems. VoIP Phone systems. Cloud computing services.

IT Failure
Build redundancy into networks and server systems.
Leverage Cloud services for CRM, Accounting, Phone, etc.
Backup essential information in the Cloud.

2



3

Employee Theft

Cloud computing systems.
Backup access logs to Cloud services.
Track customer communications in CRM.

Unexpected Personnel Change
Cloud based CRM systems.
Cloud based backup solutions.
Shared written procedures.

4



5

Customer Dispute

Archive customer communication using CRM.
Store customer email communication.
Backup customer documents using Cloud storage.