



### More small businesses choosing hosted continuity solutions

According to the Yankee Group 2007 SMB US IT Infrastructure Survey, 32 percent of medium-sized businesses rated business continuity and disaster recovery as one of their top three reasons for choosing managed or outsourced IT services, with 13 percent choosing to have the entire business continuity process managed by a third-party.

### Business continuity a top priority

According to the Yankee Group 2007 SMB IT Infrastructure Survey, the top IT initiatives for US businesses in 2008 included 44 percent listing backup, 27 percent high availability and 28 percent disaster recovery.

## Business Continuity with The Planet:

### The power to choose-and pay for-exactly what you need

Business continuity ensures that critical business IT functions will be available to your customers, suppliers, partners, and others in the event of a disaster, power loss or other unexpected business disruption. Most business continuity plans include disaster recovery as well as standardized procedures for backup and security management.

As the number one dedicated hosting provider in the world, The Planet gives you the power and flexibility to choose the right IT infrastructure and mix of business continuity services that best fit your specific business needs. You can select from a full spectrum of options including colocation facilities, self-managed dedicated servers, or supplement your team with customized management services that can expand to fully outsourced managed hosting solutions.

- **Affordable disaster recovery:** You get the largest selection of flexible configurations and options to "right size" your business continuity plan and pay only for what you need.
- **Lower management overhead:** Utilizing the right mix of facilities, servers and services, your IT staff can focus on more productive business initiatives.
- **Enhanced service levels:** The Planet's state-of-the-art facilities and expert staff assure peak performance according to SLAs, quick recovery from data loss, and continued operations in case of disaster.

### Business Continuity for Colocation Customers

The Planet gives you the option for a fully redundant backup and recovery system housed in our SAS 70 audited datacenter facilities in Houston, and a new 86,000 square foot facility in Dallas. With ultra-fast and dependable network connections and a full range of expert services, The Planet offers a competitively priced solution for your colocation needs.

### Business Continuity with Dedicated Server Backup

The Planet provides a complete selection of dedicated servers to back up information from your on-site server closet or datacenter. Our data protection servers, for example, are an ideal solution to provide full backup and recovery of critical data in the event of a disaster.

## Ignore business continuity at your peril

Despite the significant costs of man-made and natural disasters, many businesses are not prepared to maintain business operations in the event of an emergency, according to recent research on business continuity preparedness for U.S. businesses. One study found that one in five businesses does not have a business continuity plan in place. And, the survey finds that nearly 30 percent of U.S. businesses still don't consider business continuity planning a priority.

## Business Continuity as a Managed Service:

At Northstar Managed Hosting, The Planet can develop a business continuity plan for you that incorporates not only backup, but also an array of high-availability options that are fully managed by an expert team of certified engineers. We ensure that your customized business continuity plan can handle any disaster recovery or compliance needs you may demand.

We regularly perform rigorous backup verification procedures to ensure your data is immediately recoverable when you need it, verifying data integrity for each backup session, providing optional test-recovery strategies and scheduling backups during off-peak hours. You get regular aggregate backup usage reports that display successful backup sessions, identify critical trends, and alert you to impending limits so you can plan for additional capacity.

## Business continuity where you pay only for what you need

If you're frustrated with paying a premium for business continuity or disaster recovery services, consider "right sizing" your plan with the right mix of hosted services from The Planet. You'll find our prices are very competitive, enabling you to pay only for the business continuity services you actually need.

## Don't wait until it's too late

Given the complete range of services and prices, there's no reason to put your business at risk by not properly planning for continuity in the event of a business interruption or disaster.

Call us at [866-325-0045](tel:866-325-0045).

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Or visit our Web site at [www.theplanet.com](http://www.theplanet.com).

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