



**GETTING UP WHEN  
THE OTHER GUYS GET  
KNOCKED DOWN.**

**SOLVED.**

**WE GET  
BUSINESS  
CONTINUITY**

At CDW, we know how critical it is for your firm to stay up and running no matter what. That's why we'll work with you to ensure you get a business continuity solution that meets the needs of your firm. Backed by a team of experts, your dedicated account manager will also help you weigh the pros and cons of technology, provide you with options and make sure your investment will support the extreme volume of data with the lowest latency transmissions possible.

Disasters and data loss never happen on a predictable schedule. That's why your CDW Securities and Investment team is here to help you defend against the unpredictable.

**Join CDW at the following technology conferences:**

**9/15/11**  
High Performance on Wall Street:  
High-Performance Computing  
[www.flagmgmt.com/hpc](http://www.flagmgmt.com/hpc)

**10/10/11**  
Options Expo  
[www.futuresindustry.org/expo](http://www.futuresindustry.org/expo)

From acts of terror to fires, floods, market panics and simple human error, there are many things that can go wrong to overwhelm and jeopardize your systems. For the financial services industry, downtime translates directly to dollars. A disrupted banking transaction can cost up to a quarter of a million dollars within minutes. In just one hour, a down trading system can cost a brokerage firm millions of dollars.

Mohammed Ateeque, the network administrator and his colleagues at Roanoke Trade Services, a firm based in Schaumburg, Ill., know that backing up data so that it can be restored during an outage is just a sliver of what's involved in being prepared to operate during and after a disaster. Equally important is how quickly data becomes available to employees and, even more critically, to customers.

**"Speed is essential for us, time of recovery translates directly into money. We can lose \$25,000 a day in business if one of our small offices, like the one in Miami, goes down. A larger outage can cost the company hundreds of thousands of dollars in business and operational costs."**

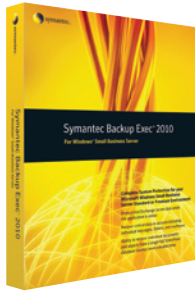
*Source: Mohammed Ateeque, Network Administrator, Roanoke Trade Services*

Although plenty of effective technology exists, tight budgets and small staffs often complicate backup and disaster recovery planning for small businesses. IT managers say it's essential that the strategy fit the specific needs and resources of the individual business.

**BEFORE YOU BUY**

When developing a strategy for high-availability backup and disaster recovery tools, consider:

- **Data to be backed up** – How much and what kind of information do you have, and how soon will each type of data be needed after an outage?
- **Business plans and scalability** – For firms on tight budgets, the plan must provide continuity and data security for the business, not just for today but also for the next five or six years of growth.
- **Users** – The number of remote offices and internal users, as well as the need to make data available to customers, should be part of your plan.
- **Manageability** – Features that enable central management of backup and disaster recovery processes are especially valuable for firms with lean IT staffs.
- **Outsourcing or cloud computing** – Consider whether turning your backup and disaster recovery strategy over to a third party is worth the cost and loss of control.



**Calculate your ROI and download your FREE trial at [CDW.com/backupexec](http://CDW.com/backupexec) Symantec® Backup Exec™ 2010 for Windows® Small Business Server®**

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<sup>1</sup>Essential Support includes 24x7 technical phone support and upgrade insurance; call your CDW account manager for details



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- Lower your costs with the industry-leading storage efficiency of the NetApp® unified architecture
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- RSA DLP Network identifies and enforces policies for sensitive data across e-mail systems, web-based e-mail systems, instant messaging and web-based protocols
- RSA DLP Endpoint identifies and enforces policies for sensitive data stored or in use on notebooks and desktops

