

How to Sell DR to Senior Leadership

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Trying to get budget approval for disaster recovery can be a frustrating experience. If you're like many technology professionals, you may have seen important solutions like comprehensive DR get put on the back burner or passed over for cheaper alternatives that don't provide the level of protection you need.

The key to getting budget approval for DR lies in presenting your case 1) in terms that senior leadership will understand and 2) that makes it far more difficult for them to say no.

Sounds easy, right? Well, as a matter of fact, it can be.

As you'll see, a big part of getting budget approval involves presenting DR in a way that senior executives and board members have never thought about before.

Follow the four strategies outlined below, and you'll be much more likely to get the go-ahead to implement the DR solution your business needs.



01 Tie DR to your company's main objectives

The biggest mistake that technology professionals make when presenting DR to executive leadership is focusing too much on the technical side of the solution.

Remember: the executives and board members you're presenting to usually don't have a high level of technical knowledge. More importantly, it's not the technology they care about — it's the results.

Start by asking this question: **What are my company's main objectives?**

Be as specific as possible. Your answers to this question will guide the way you present DR to senior leadership.

For example, if your company's main objective today is growth, what is the strategy the company plans to follow for achieving that growth?

Here are just a few of the potential answers you might come across:

- ☒ New product lines
- ☒ New features on current products
- ☒ Higher customer retention
- ☒ Deepening share in the current market
- ☒ Expanding into new markets/demographics

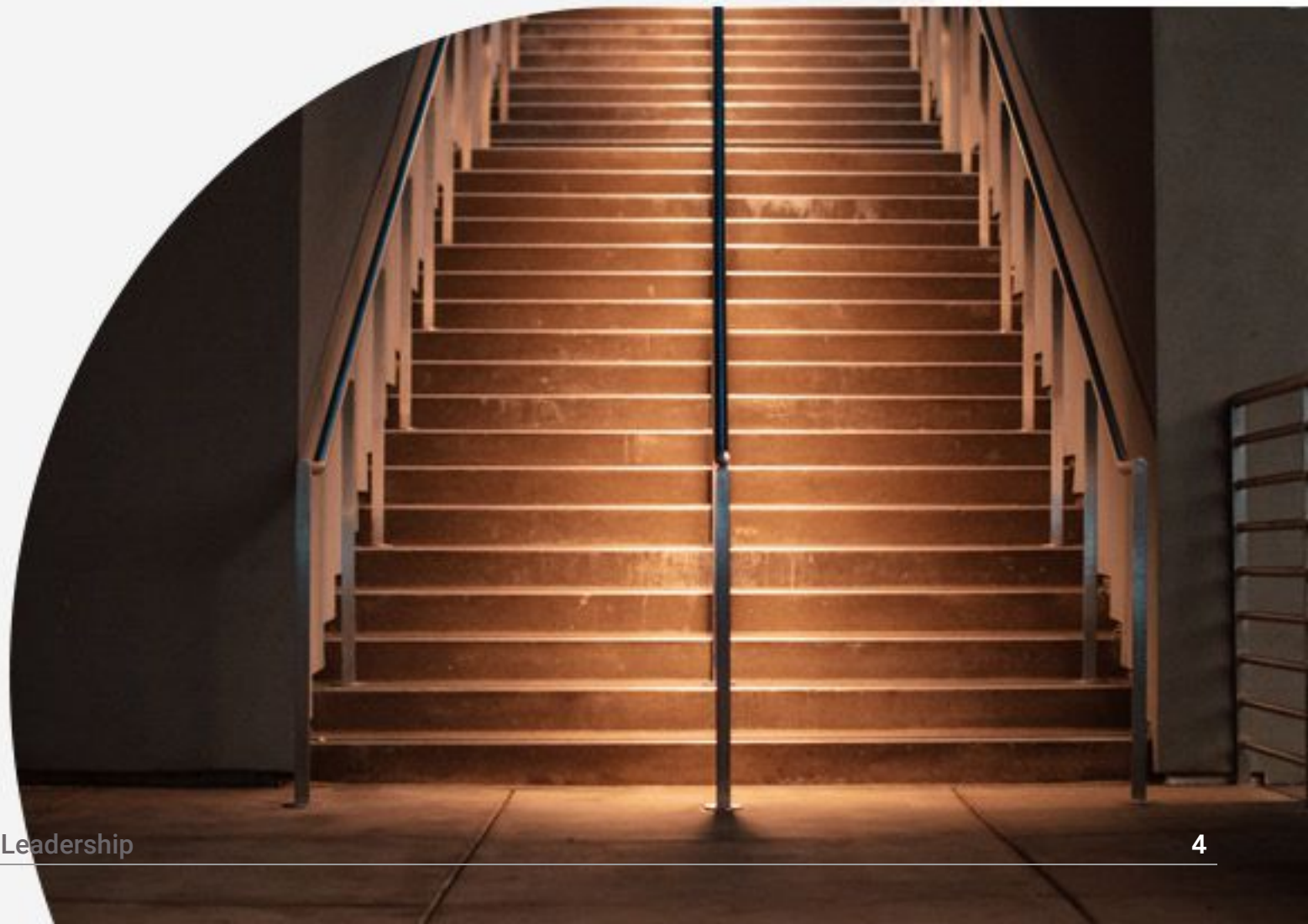
Gathering this information will help you talk about how DR directly supports the company's most important initiatives. This may include specific risk mitigation and/or competitive advantages that DR can provide related to these initiatives.

Consider scheduling a short meeting with executive leadership to discuss the company's central focus and current challenges. Tell them the purpose of the meeting is to ensure that your business has the right technology solutions to support its core objectives moving forward.

Here are two critical questions to ask in the meeting:

1. What are the company's two or three main objectives today and in the near future, and how do we plan to meet those objectives?
2. What are the two or three biggest challenges we face as an organization, and why?

Once you understand your company's main objectives, current plans and biggest challenges, you can focus your pitch on connecting DR to what matters most to senior leadership.





Clearly define the risks

Senior leadership is typically very sensitive to mitigating organizational risk. But don't assume they understand how serious the risk is to begin with.

Even the name "disaster recovery" can be misleading. "Disaster" often makes people think of rare occurrences, like terrorist attacks and once-in-a-lifetime events.

Emphasize the full range of events that can lead to data loss and/or server downtime, and make sure leadership understands how common they are. Talk about all of the events that could trigger a DR incident, like:

- ☒ Ransomware
- ☒ Server outages
- ☒ Hardware and software failure
- ☒ Security breaches
- ☒ Natural disasters

Also, make sure that leadership is aware of the potential regulatory, compliance, and legal risks of not having a reliable DR system. Is your company bound by any SLAs that may include penalties for non-compliance or non-performance due to server downtime? These are major risks that should be highlighted as well.

Above all, try to quantify everything.

Risks are too easy to ignore when they're abstract and imprecise. Put numbers behind the likelihood and the potential cost of these risks, and leadership will be much more inclined to act on them.

Start by identifying every risk related to DR, then prioritize them by probability and business impact. Calculate the potential cost of inadequate DR and include those numbers in your presentation.

Another way to demonstrate business impact is to focus on the potential downtime of different business-critical applications and communication channels, including email, phone, and company website. Ask your executive leaders how long they could continue to work without these channels and at what point they would be frustrated that IT has not fixed the problem. In your presentation, show the difference in potential downtime between your current DR system and your chosen solution.

Which points you choose to emphasize will depend on your organization's specific risk profile and objectives. But here are a few things you may consider including to give leadership an idea of the scope and seriousness of the risk:

General statistics:

- ☒ The number of reported ransomware attacks globally and/or within your industry in the last year
- ☒ The average payout of successful ransomware attacks
- ☒ The percentage of businesses that fail after experiencing catastrophic data loss

Business-specific statistics:

- ☒ Likelihood of different events that could cause a disruption or loss of data
- ☒ Expected downtime associated with those events
- ☒ Potential revenue lost (per hour and in total) for each type of event
- ☒ Past service disruptions experienced by your company (if applicable) and how much estimated revenue was lost

Explain the competitive and organizational advantages of DR

Senior leadership tends to think of DR only in terms of limiting damage from negative events. Highlight the potential competitive advantages ☐ and especially any potential ROI ☐ to make your presentation more persuasive.

In many cases, this will relate directly back to the information you collected earlier regarding your company's primary objectives.

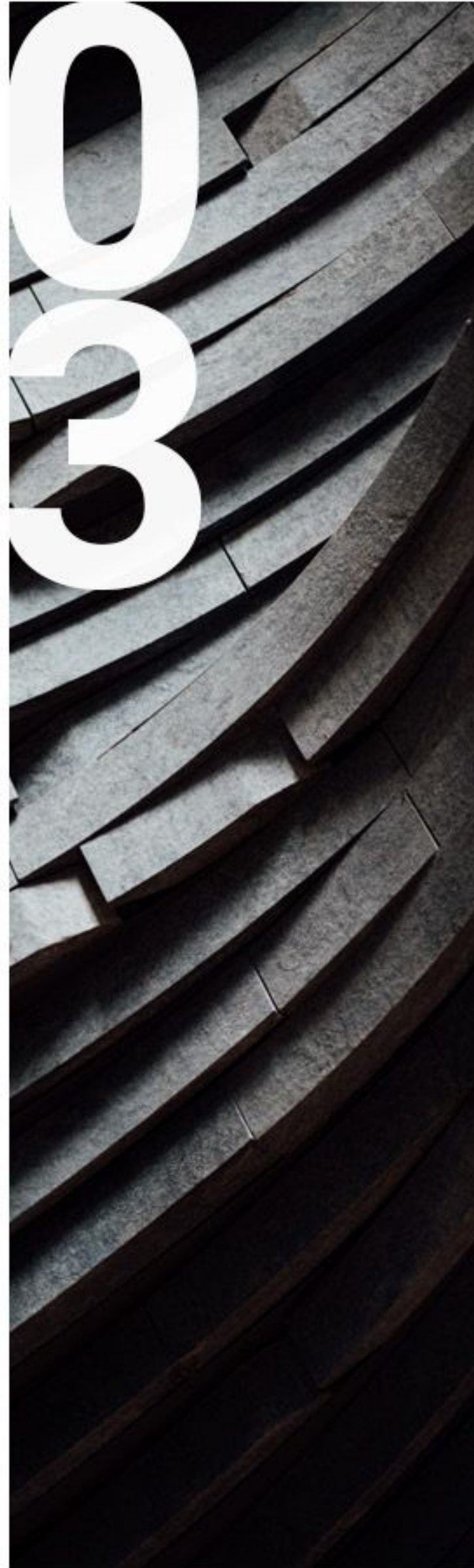
For instance, is increasing customer retention a key part of your organization's strategy? Customers are often liable to switch providers or business partners after a single frustrating or costly experience like an inconveniently-timed service outage. Highlight how DR may help prevent these kinds of incidents and boost customer retention.

A dependable DR system can also be a competitive advantage when forging new business relationships. This is particularly true if extended downtime could immediately affect your business partners ☐ for example, if your organization is part of a supply chain.

And when it comes to demonstrating ROI, sometimes it's as simple as estimating the amount of revenue that would have been saved in the past year by reducing server downtime and/or data loss.

The more you can demonstrate that DR is a positive asset to the organization and not just a ☐what if☐ purchase, the better chance you have of getting approval.

As always, try to quantify the benefits to make them as tangible as possible.



04 Present a comprehensive plan

When you make your presentation to senior leadership, make it clear that you've thought through every aspect of choosing, purchasing and implementing the right DR solution.

Your presentation should include details like:

- ☒ The specific DR solution you have chosen and how it best supports the organization's objectives
- ☒ Timeline for implementation
- ☒ Total cost of implementation
- ☒ The benefits, competitive advantages and ROI that justify that cost¹
- ☒ Impact on current personnel, including the amount of time needed to manage the solution, any changes in responsibilities, and whether you will need to hire any additional employees or contractors

Executives and board members hate bad surprises. Show them that you've thought this through from A to Z, and you're much more likely to get the ☒yes☒.

And if you're in the market for a fast, dependable, easy-to-use DR solution to include in your plan, here's our recommendation:

Quorum's onQ backup and disaster recovery solution is built to excel in the areas that matter most:

- ☒ Easy, one-click recovery
- ☒ Reliable backups and recoveries
- ☒ Best performance of recovered servers
- ☒ True Disaster Recovery – production speeds, unlimited failover, no hidden fees
- ☒ Highly-secured, air-gapped protection
- ☒ Ransomware failsafe, industry-best encryption protocols.
- Unified high availability, disaster recovery, cloud failover, backup, and single file recovery – all in a single product
- ☒ Isolated sandbox environment for the highest level of security and reliability

There's a reason that onQ is the solution of choice for organizations that want lightning-fast backup and disaster recovery they can rely on every single time, without fail.

Visit our website today to learn why Quorum's onQ is the clear leader in BDR

¹For example, if your company has a development operations arm, selecting a DR solution with a dedicated test environment (such as Quorum onQ) can reduce or in many cases eliminate the need for a parallel testing environment, saving hardware and licensing costs and potentially providing better results (as onQ's testing environment matches production 100%).

Quorum: The Leader in Disaster Recovery

Quorum provides the fastest, most reliable, and easiest-to-use high availability and disaster recovery systems on the market. Our industry-leading technology is built to deliver the ultimate in flexibility, performance and value. With Quorum, you no longer have to choose between cloud vs. local or cost vs. performance. [Visit our website](#) to learn why Quorum is the world leader in HA and DR solutions.

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