



The First Hour After Your Backup Fails

A minute-by-minute look at how backup failure can escalate from a technical issue into downtime, data loss and reputational damage.

0
mins

Your systems go down

A server crashes, a file share stops responding or a critical app goes dark.

Recovery turns into guesswork

No tested playbook means your team spends precious time diagnosing from scratch.

5
mins

10
mins

Work stops

Employees can't access files, open software or complete routine tasks.

20
mins

Customers notice

Customers can feel the disruption and your reputation is on the line.

30
mins

Leadership enters crisis mode

Owners and managers abandon their priorities to manage the crisis.

45
mins

Damage compounds

Every interruption multiplies recovery times. The backlog of work compounds quietly.

60
mins

Confidence takes a hit

Customers have given up waiting, staff morale is low and recovery takes longer than the outage itself.

Don't wait for an outage to test your backups.

Schedule a free 20-minute discovery call.