

Digital Risk Management Strategies For Business

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Ensuring that key business data survives unexpected events is vital for businesses large and small. That's why every business should have a plan in place to ensure the availability of its data when manmade or natural catastrophes occur.

Is your business prepared? Can you proceed confidently, knowing that the digital information you depend on will survive in the event of a flood, earthquake or fire? What happens if human error or purposeful destruction of your business data takes place? Will you be in a position to continue operating with minimal impact on customers, suppliers and revenue goals?

According to a recent interview in Smart Business with Pervez P. Delawalla, CEO of net2EZ Managed Data Centers, Inc., there are several strategies to lessen digital risk. One is geographic diversification. By backing up company data at a geographic location that is different than the location at which the company and its personnel are physically located, loss may be avoided. One example, if you are based in California, or another earthquake prone region, a backup of the company's digital data should probably be housed on servers located in a region which is not at risk for earthquakes.

A digital risk strategy also needs to be tailored to the type of business one operates. A business that cannot afford to be offline, even for a short while, should have parallel systems in place, with two (or more) always up and running. That way, if one goes down, the other can seamlessly step in and allow the business to continue without interruption.

As for disaster recovery providers, it is important to know where the company's servers are located, and the quality of its facilities and systems, including the availability of backup generators in the event of power loss. Disaster recovery companies can play an important role in your digital risk strategy, offering redundancy at multiple locations, which provides another layer of protection.

Businesses should also look into obtaining insurance coverage for data loss and security breach. These types of policies are available from many commercial insurers, including policies that are tailored to small business owners.

Tharpe & Howell can assist you in developing a digital risk strategy and pursuing recovery for any losses incurred.

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