



HURRICANES

The Data Destroyer



\$200 Billion

2017 WAS THE MOST EXPENSIVE HURRICANE SEASON IN U.S. HISTORY

Hurricanes can destroy property, but they're also destroying data. Each year, thousands of organizations lose data due to Mother Nature. In turn, they lose customers, customer trust, and sometimes, their entire business.

THE 2021 FORECAST

Hurricane season begins June 1st, and predictions point to a lot of activity in the Atlantic and the Gulf of Mexico, putting Florida businesses on high alert. Forecasters predict:



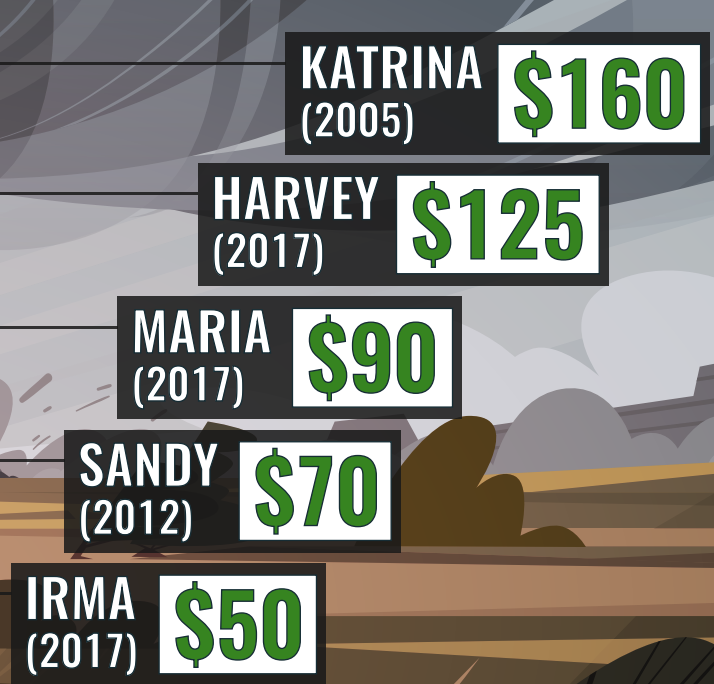
17
NAMED STORMS

8
HURRICANES

4
MAJOR HURRICANES

THE WORST OF THE WORST

Hurricanes are taking their toll upon our shores. Experts say that severe weather will only continue to get worse, and the top five most expensive (in billions) have all occurred within the last two decades.



DATA PROTECTION IS CRITICAL

Hurricanes have closed down thousands of businesses that did not have a disaster recovery plan in place.



75%
of small businesses do not plan for disaster

50%
will never reopen following a disaster

ORGANIZATIONS TURN TO DRAAS

Disaster Recovery as a Service, or DRaaS, is changing the game. Cloud providers are offering the service to protect organizations, and their data, in the event of a hurricane.

The DRaaS market is expected to climb from by \$2 billion to **\$12.5 billion** by 2022.



THE DSM DIFFERENCE

DSM is Florida's preferred cloud provider, and we have been keeping organizations protected for years. We offer the following:

- 99.99+% uptime.** That's just minutes per year of downtime.
- 24/7/365 U.S.-based support teams**
- Uninterrupted Power Supply (UPS)**
- Computer Room Air Conditioning (CRAC) versus traditional A/C**
- Physical security features** including HID cards, PIN, and biometric access
- Encryption** for data-at-rest and data-in-flight
- Safe proximity** from flood zones
- Hurricane structure rating**