

6 stats that will make you rethink your BaaS strategy



Meet today's requirements for data protection and availability.

You hope you won't need it but having a cloud-based backup service in place is crucial to keep your people, systems and business operating effectively.

Minimise the risk of unplanned outages.

IT administrators have reported experiencing **5-10 unplanned outages every year.**

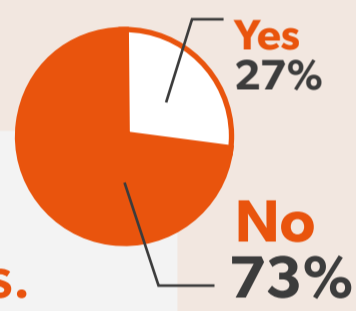


Protect your brand reputation and customer experience.

Loss of customer confidence, damage to brand integrity and loss of employee confidence are the top three **impacts of outages, according to IT and business leaders.**

Delivering anytime access.

73% of businesses are unable to meet user's demands for uninterrupted access to applications and data.



Legality of data management.

21% of surveyed business leaders highlighted that legal consequences are a **top of mind reason when managing data and systems.**



Security of vital data.

54% of IT decision makers who currently use BaaS cite data security as a key **desired outcome of the service.**



Establishing business resilience.

By 2023 organisations anticipate using cloud-based services for more than (77%) of their backups.

References: Veeam 2019 Cloud Management Report

Reduce the chances of your business being disrupted if the worst was to happen with LIMA's cloud BaaS solution.

Join us for a free 30 min Lunch and learn session about a cloud-first BaaS strategy and hear from Stephen Buckton, IT Director from Kite Packaging who will discuss how they're benefiting from our BaaS solution.

[Click to register](#) for our Backup as a Service Lunch and learn February 9, 2021 | 12.00 PM GMT