



CTTS TECH TALK

YOUR TECHNOLOGY NEWSLETTER

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JOSH



SARA



KURT



MICHELLE



CHAIM



KEN



EVAN



KURT



NICHOLAS



**Not all
backups**
are created equal.

Technology is supposed to keep business moving forward, but all too often it's the little things—an overlooked update, an untested backup, or an unclear plan—that bring everything to a halt. September is National Preparedness Month, and there's no better time to take a closer look at how your business is really protected.

In this issue, we share what every leader needs to know: why small oversights can have big consequences, why simple backups aren't enough without a full Business Continuity and Disaster Recovery (BCDR) plan, and how a Business Impact Analysis (BIA) gives you the clarity to recover stronger when disruptions strike.

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TECH NOTES FROM JOSH WILMOTH

It's Not the Tech That'll Break You, It's the Tiny Oversights

"The punch that knocks you out is the one you didn't see coming." – Cus D'Amato

The One Button You Don't Want to Push in September

It happened again.

Last week, a local business in Central Texas pushed "update now" on a routine software patch and, boom, phones stopped ringing, files vanished, and a mysterious blue screen appeared like a boss level from a 1990s video game. The kicker? Their backup was working, but only in theory. No BCDR plan. No Business Impact Analysis. No warning.

And no joke, this all went down right before payroll.

In this month's newsletter, you'll see how BCDR (Business Continuity and Disaster Recovery) and a solid BIA (Business Impact Analysis) are game changers. So let me connect the dots with the lesson I keep seeing leaders almost learn the hard way:

What breaks most businesses isn't one big thing. It's ten small things that stack up and strike when you're busy.

You didn't start your business to become a cybersecurity expert or an IT strategist. That's our job. But here's the rub: if your tech stack isn't aligned with how your business runs today (not last year), you're vulnerable. And when a disruption hits, it's not about files, it's about momentum. Losing a day could mean losing a client. Or three.

So, what's the simple fix this month?

Schedule a free IT Health Check with CTTs.

No strings. No jargon. We'll sit down, review your current environment, and tell you where the landmines are. If you're buttoned up, awesome. If you're not, we'll show you exactly how to fix it before it costs you.

We've done this for 20+ years across Austin, Round Rock, Georgetown, and the hill country. Our clients aren't just customers, they're community. We help them prepare, recover, and grow.

And if you've been too busy to think about this, you're exactly who we built this for.

Call us at (512) 388-5559

Book your Health Check at CTTsonline.com

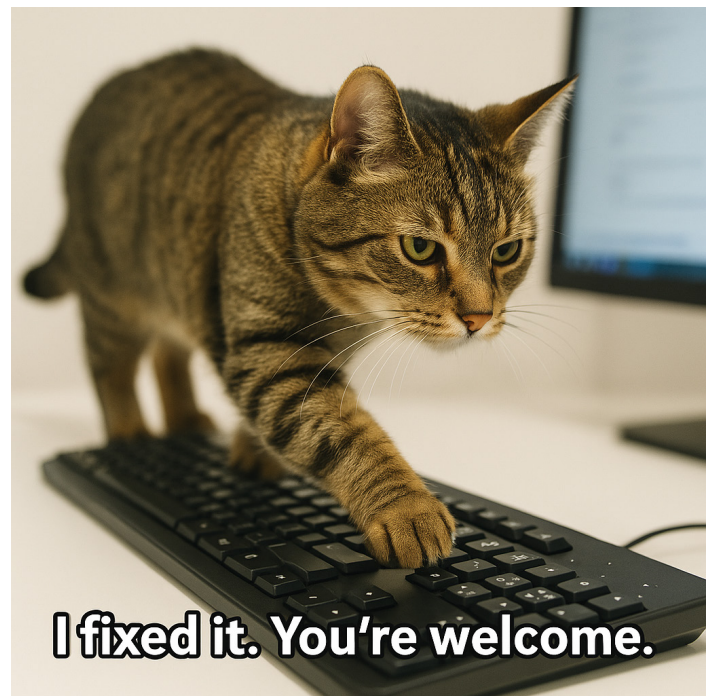
Or just email me directly. I'll make sure we take care of you personally.

Because the best time to fix a problem is before it breaks. And the second-best time? **Right now.**

P.S.

September is National Preparedness Month. So if you've been meaning to "get around to it," here's your sign. And if that's not motivating enough, here's your tech meme of the month:

"When your 'simple restart' turns into a three-hour troubleshooting marathon."



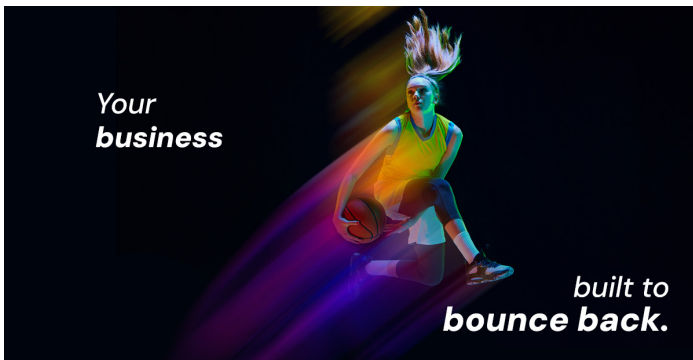
September Birthdays at CTTs!



Nicholas McKinney

ADVANCED TECH

How BCDR Protects Your Business When Backup Alone Is Not Enough



When your business grinds to a halt, every minute feels like a countdown. A server crash, ransomware attack, or even a routine power outage can throw operations off track. That's when the question hits hard: Can you bounce back quickly enough to protect your customers and your revenue?

Why Backups Alone Cannot Replace a BCDR Plan

Backups preserve copies of your data, but they don't restore your systems, applications, or workflows. That's where Business Continuity and Disaster Recovery (BCDR) come in. The difference is simple:

- **Backups save data**
- **BCDR keeps your entire business running**

When a cyberattack encrypts your systems, a flood damages your hardware, or a misconfiguration locks out employees, backups can restore files, but they won't get you back in business quickly. Without a BCDR plan, downtime stretches from hours into days, costing you more than revenue, it impacts reputation, trust, and future opportunities.

The Real Cost of Downtime Without BCDR

Downtime is one of the most expensive hidden costs for any business. Even a few hours of disruption can stall operations, delay critical client services and project delivery, erode customer trust and satisfaction, and cause missed revenue opportunities that never come back.

A strong BCDR strategy combines the security of backups with the speed of system recovery, giving your business the resilience it needs to survive—and thrive—in the face of unexpected disruption.

What a Strong BCDR Plan Should Include

A complete BCDR plan protects more than just files. It ensures your business can serve customers, meet deadlines, and operate even under stress. Key elements include:

Reliable, Tested Backups - Backups are only as good as

their last test. BCDR ensures data is validated under real-world conditions so you know recovery will work when disaster strikes.

System and Application Recovery - Your business depends on critical applications, not just files. BCDR focuses on restoring your operational backbone so teams return to work quickly.

Failover Capabilities - If primary systems fail, a BCDR plan enables a smooth transition to alternate infrastructure, such as cloud environment, so operations continue without interruption.

Defined Roles and Clear Procedures - In a crisis, every second matters. A BCDR plan specifies who acts, how communication flows, and what steps to take so recovery is swift and coordinated.

Regular Testing and Updates - Technology evolves, and so do threats. Ongoing drills and updates keep your BCDR plan relevant to today's risks and your business priorities.

BCDR Safeguards the Future of Your Business

At CTTS, we understand what's at stake. As a trusted IT partner serving businesses across Austin, Round Rock, Georgetown, and Central Texas, we specialize in building BCDR strategies that safeguard your operations, reputation, and growth.

Schedule a no-obligation consultation with CTTS today!

September Anniversaries at CTTS!



Josh Wilmoth
23 Years



Sara Wilmoth
23 Years



Ken Partain
4 Years



Kurt Schneider
2 Years

BIZTECH

Business Impact Analysis 101 for Business Leaders



Uncertainty is one of the greatest threats to any business. While most leaders assume they'll know what to do when disruptions happen, even small setbacks can quickly spiral if there's no clear plan. Whether it's a server crash, a ransomware attack, or an unexpected power outage, the question isn't just what went wrong but how fast can you get back on track without losing customers, revenue, or credibility?

This is where a **Business Impact Analysis (BIA)** becomes essential. For business leaders in Austin across industries like Healthcare, Legal, Professional Services, Construction, Manufacturing, and Nonprofits, a well-executed BIA is the difference between scrambling under pressure and responding with confidence.

What Is a Business Impact Analysis?

A Business Impact Analysis is a structured process that eliminates guesswork during a crisis. It helps you identify what is critical to daily operations, determine how long your business can afford downtime, and set recovery priorities that protect both revenue and reputation.

A BIA isn't just about IT systems—it's about the health of your entire organization. It gives leadership the clarity needed to focus on what matters most so you can recover faster, minimize disruption, and continue serving your customers.

Why Business Leaders Need a Business Impact Analysis

Without a BIA, companies tend to react in the heat of the moment. Decisions are made quickly, often misaligned with actual business needs, which leads to wasted resources and greater risk. With a BIA in place, you gain:

- **Clarity** on what operations are mission-critical
- **Confidence** in knowing how long you can afford downtime
- **Focus** in prioritizing recovery steps when every second counts

In short, a BIA positions your business to recover stronger, not just faster.

Key Components of a Business Impact Analysis

A BIA breaks your continuity plan into actionable steps. Here are the essential elements every leader should understand:

Critical Business Functions

Identify the processes that absolutely cannot go offline. For example, customer service, payroll, billing, or order processing.

Dependencies

Understand how teams, applications, and even third-party services connect. A single failure can impact multiple areas.

Impact Assessment

Measure the real cost of downtime.

Recovery Objectives

Define two key measurements:

- **RTO (Recovery Time Objective):** The maximum acceptable downtime.
- **RPO (Recovery Point Objective):** The maximum acceptable data loss.

Prioritization

Not every system is equally critical. A BIA helps you focus first on what matters most so resources are allocated where they'll have the greatest impact.

At CTTS, we've helped organizations across Austin and Central Texas build **BIA-driven continuity strategies** that protect operations against the unexpected.

Our approach ensures your critical functions are identified and prioritized, recovery objectives align with your business goals, and your BIA becomes a living tool that grows with your organization.

When downtime isn't an option, CTTS is the partner you can trust to build a business impact analysis that keeps your business resilient.



Central Texas
Technology Solutions

CTTS, Inc. 557 S. Interstate 35, Suite 201, Georgetown, TX 78626
www.CTTSONline.com | (512) 388-5559