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3 Things MSPs can Learn from the Global CrowdStrike Outage

(Besides Don't Update on Fridays)

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In the fast-paced world of cybersecurity, even the most robust systems can falter. This was highlighted recently when CrowdStrike, a renowned name in endpoint protection, experienced a significant outage. The incident served as a stark reminder that unplanned downtime can happen to anyone, and it emphasized the critical need for comprehensive backup and disaster recovery plans.

## Unplanned Downtime: A Reality for All

CrowdStrike's outage, resulting from faulty update, caused Windows BSOD (Blue Screen of Death) issues worldwide, disrupted services for many users. CrowdStrike, known for its sophisticated cybersecurity solutions, is trusted by some of the world's largest organizations to protect against a wide array of cyber threats. The company's reputation for reliability and excellence is well-earned, making this outage all the more significant.

The global impact of CrowdStrike's downtime was immediate and far-reaching. Organizations relying on its services for critical security experienced interruptions, leading to potential vulnerabilities, loss of productivity, and financial losses. This outage adversely impacted global operations, including grounding planes and trains, disrupting healthcare services, and affecting various retail operations. The incident received widespread media coverage, highlighting modern businesses' dependence on their IT infrastructure functioning flawlessly.

This event underscores a crucial point: no organization, regardless of size or reputation, is immune to unexpected downtime. It shows that even the best in the business can face technical challenges that disrupt their operations. For MSPs, this is a powerful reminder that unforeseen issues can arise even with the best preventive measures. The key is not just in preventing these events but in responding to them quickly and effectively.

The Global Tech Outage and Its Relevance to MSPs
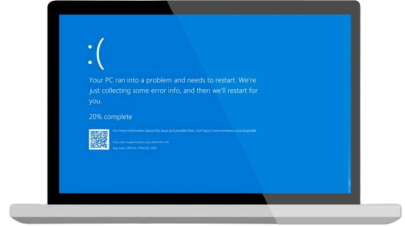
What does a global tech outage have to do with Managed Service Provider (MSPs)? The answer lies in understanding the broader implications of such an event. As service providers managing the IT infrastructure of multiple clients, MSPs must recognize that they are equally susceptible to similar disruptions. The CrowdStrike incident demonstrates the potential vulnerabilities that MSPs could face and the cascading effects on their clients' operations.

![Infrascale™ logo]

The lesson for MSPs is twofold. First, it's crucial to acknowledge that technical failures can happen to anyone, regardless of their size or expertise. Second, and more importantly, MSPs must be prepared to handle such failures efficiently. The ability to manage and mitigate downtime is what sets a proactive and resilient MSP apart from the rest.

The Cost of Downtime

01 Lesson One

The Hidden Dangers of Glitches and Bad Patches

While malware and cyberattacks often dominate headlines, the CrowdStrike outage illustrates that glitches, bad patches, and system failures can be just as detrimental. These incidents can lead to significant operational disruptions, data loss, and financial repercussions. MSPs must recognize that comprehensive protection strategies should address these internal threats with the same rigor as external ones.

The financial impact of downtime can be staggering. According to recent studies, the average cost of IT downtime in 2024 is estimated at $14,056 per minute, with costs rising to $23,750 per minute for large enterprises. This marks a substantial increase from previous years, highlighting the growing financial risks associated with downtime.

For MSPs, this figure can multiply rapidly across multiple clients. The CrowdStrike outage reminds MSPs of the critical need to minimize downtime and ensure business continuity for their clients. The direct financial losses from downtime are compounded by lost productivity, potential damage to client relationships, and the long-term impact on reputation.

02 Lesson Two

The Importance of a Robust Backup and Disaster Recovery Plan

- **Redundancy:** Implement redundant systems and backups across different locations to protect against localized disasters.

- **Rapid Recovery:** Develop and document clear recovery procedures that enable swift restoration of services. This includes having the right tools and support in place to minimize downtime.

03 Lesson Three

The Increasing Value of World-Class Vendor Support

To mitigate the risks of unplanned downtime, MSPs must prioritize developing and implementing robust backup and disaster recovery (BDR) plans. Here are some key components to consider:

- **Regular Backups:** Ensure that all critical data is backed up regularly. Automated solutions can help maintain up-to-date backups without manual intervention.

- **Testing and Validation:** Regularly test and validate backup systems to ensure they work as expected. This includes conducting simulated recovery scenarios to identify potential issues before they become real problems. It's important to consider any hidden costs of testing and validation in your BDR total cost of ownership.

A robust BDR plan is only as effective as the support behind it. MSPs must partner with providers that offer world-class support to ensure that they can recover quickly and efficiently when disaster strikes. This includes access to:

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- **Expert technical support:** MSPs need to be able to reach out to experienced technicians who can help them troubleshoot and resolve any issues that arise during the recovery process.

- **Comprehensive documentation:** Clear and concise documentation is essential for MSPs to be able to understand and follow the recovery process.

- **Proactive anomaly detection services:** Proactive monitoring can help MSPs identify and resolve potential issues before they become major problems.

Ask yourself: does your current vendor provide the support you need? If not, it may be time to consider switching to a provider that can offer you the peace of mind that comes with knowing that you have a reliable partner in your corner.

Here are some additional benefits of partnering with a vendor that offers world-class support:

- **Reduced downtime:** With expert support, MSPs can get their systems back up and running quickly, minimizing the impact of downtime on their business and their customers.

- **Improved customer satisfaction:** MSPs that can recover quickly from disasters will be able to provide a better level of service to their customers, leading to increased satisfaction and loyalty.

- **Peace of mind:** Knowing that you have a reliable support team behind you can give MSPs peace of mind, allowing them to focus on their business and their customers.

A Wake Up Call for MSPs

The CrowdStrike outage is a wake-up call for MSPs. It highlights the reality that unplanned downtime can happen to anyone and that internal glitches and failures can be as damaging as external threats. By learning from this incident, MSPs can strengthen their BDR strategies, ensuring they are prepared to protect their clients and recover swiftly from disruption. Investing in a comprehensive backup and disaster recovery solution backed by world-class support is not just a best practice—it's a necessity. Being prepared can make all the difference in a landscape where downtime can equate to significant financial loss.

Contact us today for more information on how Infrascale's backup and disaster recovery solutions can help safeguard your business.

About Infrascale

Infrascale provides comprehensive, cloud-based data protection of SaaS applications, endpoint devices, and servers by removing the barriers and complexity of secure, offsite data storage, and standby infrastructure for real-time disaster recovery.

Partners and customers choose Infrascale because we empower them to manage multiple products from a single dashboard. Our tools are easy to use and backed by award-winning technical support.

Infrascale offers multiple ways to protect your business:

Backup SaaS Applications Protect Microsoft 365, Google Workspace, Box, Dropbox, and Salesforce data from accidental deletion, malicious attacks and limited retention policies.

Protect Endpoints and Devices Direct-to-cloud backup and recovery solution for mobile devices, laptops, or remote offices.

Prepare for Anything with Disaster Recovery Ensure your entire environment is boot-ready in minutes to recover from outages, failures, or ransomware attacks. Learn more at infrascale.com

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