SOLUTION BUILDERS®

BOOK ONE
THE RISE SERIES

RISE · R is for Resilient

BUILT

Resilient.

Why a modern business runs from anywhere, survives anything, and never lets a bad day steal its momentum.

R Resilient	I Integrated	S Secure	E Evolving

RISE · R is for Resilient

Resilience is not a backup plan. It is the way modern business runs.

Think back to early 2020. In a matter of days, the office emptied out, and every business on earth got the same pop quiz, can you still operate when everything changes overnight? Some companies froze. Others barely noticed, they opened their laptops at the kitchen table, joined the morning huddle on video, and kept moving. The difference was not luck. It was architecture.

That is what the **R in RISE** stands for. A resilient business runs from **anywhere, at any time, on any device**. It has redundancy where it matters, backups it can trust, and communication that follows people instead of desks. Pandemics, storms, outages, hardware failures, human error, the threat changes, but the answer stays the same, build a business that bends without breaking.

R
Resilient
Cloud, continuity, backup

I
Integrated
Infrastructure, services

S
Secure
Cybersecurity

E
Evolving
AI

What you will take away from this book

Five chapters, one promise. By the last page you will know why downtime is the real enemy of growth, how anywhere operations actually work, what separates a backup from a recovery, how unified communication keeps teams in sync, and how to protect a business that no longer lives inside four walls. **Practical, visual, and built to be read, not skimmed.**

INSIDE THIS BOOK

Five chapters, one unbreakable business.

01 The Wake Up Call

Why disruption is a when, not an if, what downtime really costs, and the lesson 2020 taught every business on earth.

- The momentum killer
- The real cost of downtime
- Five ways businesses get knocked down

02 Work From Anywhere

Cloud, virtual desktops, and modern apps. How the office became a thing you do, not a place you go.

- The anywhere principle
- Old way vs anywhere way
- The anywhere stack

03 Always On

Backup, disaster recovery, and redundancy. The difference between a bad hour and a closed business.

- RTO and RPO decoded
- Layers of redundancy
- The continuity loop

04 Connected Everywhere

Unified communications and collaboration. One conversation across every device, channel, and time zone.

- App sprawl
- Unified communications
- Collaboration that compounds

05 Resilient By Design

Protecting a business with no walls. Identity, geofencing, device freedom, and the resilience maturity ladder.

- The perimeter moved
- Smart access rules
- The maturity ladder

CHAPTER 01

RESILIENT · THE RISE SERIES

01

The Wake Up Call.

Disruption stopped asking for permission. Pandemics, outages, storms, and simple bad luck all test the same thing, whether your business was built to keep moving.

CHAPTER 1 · THE STAKES

Downtime is not an inconvenience. It is a momentum killer.

Growth is a streak. Every shipped project, every won client, every good quarter builds on the last one. Then one morning the server will not start, or the building floods, or the whole world goes home for two years. The work stops, the phones go quiet, and the streak breaks. The companies that recover fastest are not the biggest or the richest. They are the ones that **planned to be interrupted**.

40%

of small businesses never reopen after a natural disaster

FEMA

25%

of those that do reopen fail within one year

FEMA

$9K

average cost of downtime per minute for a modern business

Ponemon Institute

WHAT 2020 ACTUALLY PROVED

The office is optional. The business is not.

Companies already running in the cloud switched to remote work in days, not months. Their people opened laptops at home and kept serving clients while competitors scrambled for VPN licenses.

Adaptation speed is a competitive weapon.

Video calls, team chat, and shared documents went from nice to have to the whole company overnight. The tools existed for years. The winners had already adopted them.

Flexibility attracts talent.

Today more than half of remote capable employees work hybrid. A business built for anywhere work hires from anywhere, and keeps the people it has.

The next disruption will look different.

Nobody gets to pick their crisis. A resilient business does not predict the future, it simply refuses to depend on any single place, device, or server.

Sources: FEMA small business disaster statistics, Ponemon Institute cost of downtime research, Gallup hybrid work indicator 2025.

CHAPTER 1 · KNOW YOUR ENEMY

Five ways a business gets knocked down.

Every one of these has ended a company that thought it could never happen to them. Notice the pattern in the right column, the answer is almost never a single product. It is a business designed to keep operating.

Disruption	What it looks like	How a resilient business answers
Pandemic or crisis	Offices close overnight, teams scatter, clients still expect answers	Cloud apps and virtual desktops, work moves home without missing a day
Natural disaster	Fire, flood, or storm takes out the building and everything in it	Data lives off site with tested recovery, the building is replaceable
Hardware failure	The one server everything runs on dies on a Tuesday morning	Redundancy at every layer, no single point of failure to fail
Cyberattack	Ransomware locks files and demands payment to get them back	Immutable backups and layered defense, restore instead of paying
Human error	One wrong click deletes a folder the whole company depends on	Versioned cloud storage and backup history, undo becomes possible

The anywhere principle

Here is the simplest test of resilience we know. **If your building disappeared tonight, could your team work tomorrow morning?** If the answer is yes, congratulations, your business lives in the cloud and your momentum is protected. If the answer is no, the rest of this book is your roadmap. Chapter 2 starts exactly there.

CHAPTER 02

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02

Work From Anywhere.

The office became a thing you do, not a place you go. Cloud computing, virtual desktops, and modern apps make location irrelevant, and that changes everything.

CHAPTER 2 · THE SHIFT

Your business should follow your people, not the other way around.

For decades, work meant driving to where the files were. The server sat in a closet, the software sat on the desktop, and if you were not in the building, you were not working. The cloud flipped that model. Now the files, apps, and even entire desktops live in secure data centers, and **work happens wherever your people are**, at home, on site with a client, or in seat 14C.

	The old way	The anywhere way
Where work lives	A server in the closet, files trapped in the office	Secure cloud, available from any location
Devices	The one desktop at the one desk	Any device, laptop, tablet, or phone, same experience
A snow day	A lost day of production	A normal day, just with better coffee
Scaling up	Buy hardware, wait weeks, hope you sized it right	Add users in minutes, pay only for what you use
Hiring	Limited to a commute radius	The best person for the job, wherever they live
Cost model	Big capital purchases every few years	Predictable monthly investment, no surprise refreshes

90%+

of organizations now run workloads in the cloud

Flexera State of the Cloud

53%

of remote capable US employees now work hybrid

Gallup 2025

98%

of workers want the option to work remotely at least part time

Buffer State of Remote Work

Sources: Flexera State of the Cloud Report, Gallup hybrid work indicator 2025, Buffer State of Remote Work.

Five layers that set your business free.

Anywhere operations is not one product, it is a stack. Each layer removes one more reason your business needs a specific room to function. Together they add up to something simple and powerful, **a company that works the same everywhere**.

Identity, the new front door

One secure login follows each person everywhere. Multi factor authentication proves who they are, so access depends on identity, not on which building they sit in.

Modern apps in the cloud

Email, documents, line of business tools, all delivered as services. Always updated, always available, no server closet required.

Virtual desktops

A full company desktop streamed securely to any screen. Close the laptop at the office, open a tablet at home, everything is exactly where you left it.

Data that lives everywhere and nowhere

Files sit in secure, replicated cloud storage with version history. No single disk, office, or city holds your business hostage.

Device freedom

Company laptop, home desktop, or a phone in the field. Managed policies keep every device safe while people work the way that suits them.

The payoff is felt on day one

Teams stop planning around the office and start planning around the work. Client questions get answered from anywhere. And when the unexpected arrives, and it will, **the business simply keeps going**. Next question, what happens when something actually breaks? That is Chapter 3.

CHAPTER 03

RESILIENT · THE RISE SERIES

03

Always On.

Prevention is a plan. Recovery is a guarantee. Backup, disaster recovery, and redundancy decide whether a bad day is a footnote or a funeral.

CHAPTER 3 · TWO NUMBERS

Every recovery plan comes down to two numbers.

Ask any continuity expert about your backups and they will ask two questions back. How much work can you afford to lose, and how long can you afford to be dark? Those answers are your **RPO** and **RTO**, and every dollar you invest in resilience is really buying those two numbers down.

Recovery, on one timeline

ILLUSTRATIVE



REDUNDANCY, LAYER BY LAYER

Data redundancy

The 3, 2, 1 rule never goes out of style. Three copies of your data, on two different types of media, with one copy off site. Cloud replication makes this automatic.

Hardware redundancy

No single server, drive, or switch should be able to stop the company. Failover systems pick up the load before most people notice anything happened.

Connectivity redundancy

A second internet path, plus cellular failover, keeps phones ringing and cloud apps reachable even when a backhoe finds the fiber line.

People redundancy

Documented processes and cross trained teams mean no critical task lives in one person's head. Vacations stop being a risk category.

A plan you have not tested is a theory.

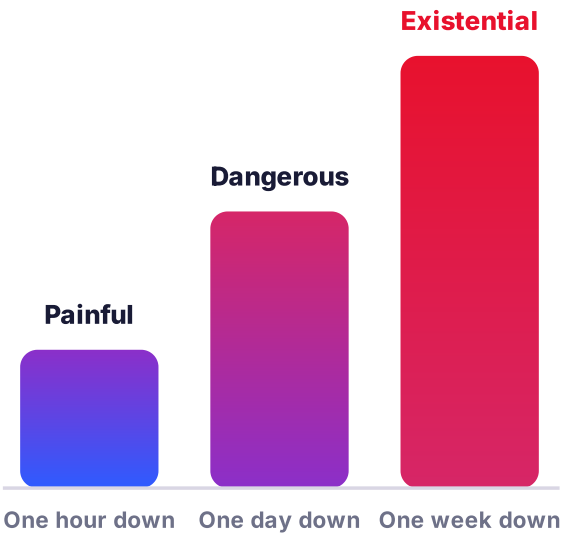
Backups fail silently all the time, a full disk, a changed password, a job that quietly stopped running months ago. The only backup you can trust is one you have restored, on purpose, recently. Continuity is a loop you run, not a binder on a shelf.

The continuity loop



The cost curve of waiting

ILLUSTRATIVE



97%

of organizations with solid, tested backups got their encrypted data back after ransomware

Sophos, industry reporting

24 days

average downtime after a ransomware attack without a recovery plan

Statista, Coveware

Sources: Sophos State of Ransomware, Statista and Coveware ransomware downtime research.

CHAPTER 04

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04

Connected Everywhere.

A resilient business is a connected one. Unified communications turn calls, chat, video, and files into one conversation that follows your people anywhere.

Communication is infrastructure. Treat it that way.

When teams scattered in 2020, the companies that stayed sharp were the ones whose communication moved with them. Unified communications puts **voice, video, chat, and files in one platform**, on every device, so a conversation started at a desk finishes in a car without missing a word. The alternative is app sprawl, and app sprawl is quietly expensive.

1,200

times per day the average worker toggles between apps and websites

Harvard Business Review

4 hrs

per week lost just reorienting after switching tools

Harvard Business Review

1

platform where a resilient business talks, meets, shares, and decides

The whole point

The moment	Scattered tools	Unified communications
A client calls	Rings one desk phone in an empty office	Rings the person, desk, laptop, and mobile at once
A quick question	Email thread, twelve replies, two days	A chat message, answered in ninety seconds
A team decision	Waiting for the next scheduled meeting	Instant huddle with screen share, decided today
A shared file	Five versions named final, final2, FINAL	One live document everyone edits together
A snowstorm	Missed calls and voicemail roulette	Business as usual, clients never know the difference

Collaboration compounds

Faster answers become faster projects. Faster projects become happier clients. Communication is not a soft benefit, **it is the connective tissue of momentum**, and in a resilient business it never depends on a building.

Sources: Harvard Business Review research on digital context switching, 2022.

CHAPTER 05

RESILIENT · THE RISE SERIES

05

Resilient By Design.

Your business no longer lives inside four walls, so its protection cannot either. Identity, smart access, and device trust guard a company that works everywhere.

The perimeter did not disappear. It moved to your people.

In the office era, security was a wall around a building. In the anywhere era, your team logs in from kitchens, airports, and coffee shops, on laptops, tablets, and phones. Freedom without guardrails is just risk, so a resilient business builds **security as a framework** around every login, everywhere.

Identity comes first

Multi factor authentication on every account is the single cheapest defense there is, blocking the vast majority of account takeover attempts before they start.

Geofencing and smart access

Conditional rules check where a login comes from and how risky it looks. A sign in from your sales rep in Minneapolis sails through. The same account from another continent gets stopped and challenged.

Bring your own device, safely

People will use personal devices, so plan for it. Device management keeps company data in an encrypted, removable container, work stays protected, personal photos stay personal.

Public Wi-Fi without the worry

Encrypted connections and secure tunnels mean the airport network never sees your data. Convenience and safety stop being a trade you have to make.

90%+

of account attacks are blocked by multi factor authentication alone

Microsoft security research

60%

of breaches involve a human action, which smart access rules help catch

Verizon DBIR 2025

Sources: Microsoft security research on multi factor authentication, Verizon Data Breach Investigations Report 2025.

The resilience maturity ladder.

Most businesses sit on the second rung and do not know it. They own tools, so they feel covered. But owning a generator is not the same as knowing it starts. The goal is the top rung, where a disruption is a manageable event, not an existential one.

LEVEL 1
Fragile
One office, one server, untested backups. Any bad day can become the last day.

LEVEL 2
Reactive
Some cloud, some backups, no plan. Problems get fixed after they hurt.

LEVEL 3
Flexible
Cloud first, anywhere work, real redundancy. Disruption slows you, it does not stop you.

LEVEL 4
Resilient
Tested recovery, unified communication, smart security. You bend, you never break.

MOST BUSINESSES ARE HERE ↑ LEVEL 2, AND THE CLIMB IS FASTER THAN THEY THINK

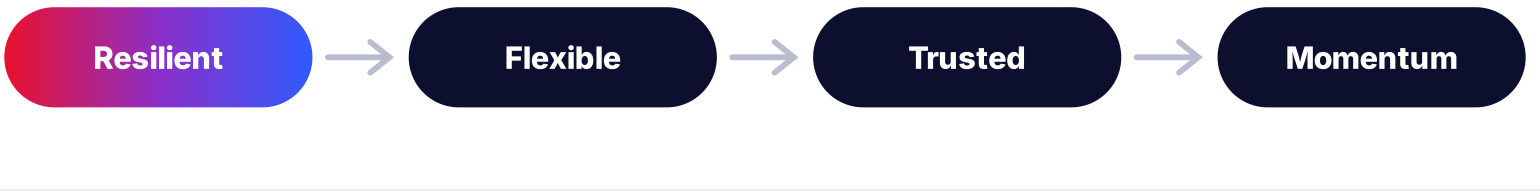
How Solution Builders moves you up the ladder

We start with an honest assessment of where you stand, then design the climb, cloud where it counts, redundancy where it matters, communication that follows your people, and recovery that has actually been rehearsed. **Modern, flexible, and built around your workflow**, not the other way around.

THE PAYOFF

Resilient is not the goal. It is what protects the goal.

A resilient foundation makes your business flexible, a flexible business earns trust from clients and talent alike, and a trusted business is free to do the one thing that matters most, keep building momentum.



YOUR RESILIENT FRAMEWORK, ON ONE CHECKLIST

- **Cloud first operations**
  Apps, files, and desktops available from any location, on any device
- **Tested 3, 2, 1 backups**
  Restores proven, not assumed, with a copy safely off site
- **Redundancy at every layer**
  Data, hardware, connectivity, and people, no single point of failure
- **A written continuity plan**
  RTO and RPO defined, roles assigned, rehearsed before the bad day
- **Unified communications**
  Voice, video, chat, and files in one platform that follows your team
- **Identity based security**
  Multi factor authentication and smart access rules on every account
- **Managed device freedom**
  Company and personal devices protected without slowing anyone down
- **A partner who has done this**
  Design, migration, testing, and 24/7 support from one team

SOLUTION BUILDERS®

RISE · R is for Resilient

Your resilient business starts with one conversation.

Solution Builders designs resilience from the ground up, cloud, backup and disaster recovery, unified communications, and anywhere security, all working as one framework. Let us show you where you stand on the maturity ladder, and exactly how to make your momentum unbreakable.

TALK TO A RESILIENCE ARCHITECT

www.solutionbuilders.com

BOOK A FREE DISCOVERY SESSION

No pressure, just a plan

RESILIENT · INTEGRATED · SECURE · EVOLVING

Figures cited from FEMA small business disaster statistics, Ponemon Institute downtime research, Gallup, Buffer, Flexera, Harvard Business Review, Sophos, Statista, Microsoft security research, and the Verizon Data Breach Investigations Report 2025. Charts marked illustrative are for explanation, not forecasts.