



## Is Your Business Really Protected?

**43% of businesses that suffer a significant fire never reopen.**

Most businesses rely on sprinklers in case of fire. They also depend on insurance to cover losses. The problem is, sprinklers can put out fires and save lives, yet destroy critical business systems and irreplaceable records— assets that shouldn't get wet and can't be recovered.

**W**ater can destroy critical business systems and irreplaceable assets. Fire codes and sprinkler systems are focused on structural protection rather than protecting building content and assets. The main objectives for a sprinkler system, whether pre-action or wet pipe, are to contain the fire to the room of origin and manage ceiling temperatures to prevent structural damage or collapse. Most companies will require a sprinkler system to protect the building and a waterless fire protection system to protect their valuable assets.

### Critical Environments

Telecommunication networks, financial networks, air traffic control, web site hosting centers, electric utilities, hospitals, and other critical business systems rely on Waterless Fire Protection Systems to maintain operability and business continuity. The "no downtime" operating parameter is mandatory in these types of environments since a fire at a single facility can have such a widespread effect.

While sprinkler systems are required by many local building codes as minimum protection, relying on a sprinkler system to protect information systems is ineffective and costly. Water is electrically conductive so it can damage electronic circuitry. Sprinkler systems allow fires to grow to a level that can cause severe smoke and thermal damage to electronic components.



Information is the lifeblood of most companies today. Losing that information can create anything from a minor inconvenience to a major disaster. The consequences can reduce your revenue, expose your organization to lawsuits, and harm your company's reputation.

Based on Department of Labor statistics, over 43% of companies that experience a significant fire or disaster never re-open. The collateral damage caused by water and the associated clean-up are often just as damaging as the fire. Disaster recovery, if even possible, is expensive and

time-consuming. Business interruption and downtime are usually more costly than the loss of assets.

According to Marsh Risk Advisors, most IT disaster recovery plans are designed to address equipment failure. Rarely do they adequately address catastrophic incidents such as a fire. How quickly you recover may depend on choosing the best fire protection system.

### **Downtime Costs**

While the probability of having a fire may not be high, the impact is always critical. Even if your organization can get adequate property insurance, what's the impact to your reputation if your customer records are destroyed? How long will it take to replace your hardware and equipment? How much does downtime cost your company? An interruption of operations and business processes is expensive for any organization regardless of size.

### **FM200 Waterless Fire Protection**

FM-200 waterless fire protection reduces risk and can even lower insurance premiums. For high-value IT assets, some insurers offer a premium reduction if you have both waterless fire protection and sprinkler systems installed.

The system keeps assets that shouldn't get wet, up and running. Before fire is even visible, it actually detects and eliminates fire within seconds long before smoke damage occurs. Unlike water, FM-200 is non-conductive and non-corrosive, so it's safe to use around all types of electrical equipment. When used in areas protected by a sprinkler system, an FM-200 system with early warning detection can stop a fire long before a sprinkler system is activated.

Safety, effective risk management and eliminating downtime are top priorities for most all businesses. The Gartner Group estimates that two out of five companies that experience a disaster go out of business within five years. By installing Hygood FM200 waterless fire systems to protect your critical assets, your risk management strategy shifts from disaster recovery to business continuity.

### **Conclusion**

In today's environment of rising insurance premiums, higher deductibles, and less coverage, effective fire risk management can reduce overall costs. The total cost to install an FM-200 system is usually only a small fraction of the earnings potential of the assets being protected.