

## **Business Continuity Opportunities in the Cloud a Small to Medium Business Perspective**

**Authors :** Donald Zullick, Cihan Varol

**Abstract :** This research paper begins with a look at current work in business continuity as it relates to the cloud and small to medium business (SMB). While cloud services are an emerging paradigm that is quickly making an impact on business, there has been no substantive research applied to SMB. Seeing this lapse, we have taken a fusion of continuity and cloud research with application to the SMB market. It is an initial reflection with base framework guidelines as a starting point for implementation. In this approach, our research ties together existing work and fill the gap with an SMB outlook.

**Keywords :** business continuity, cloud services, medium size business, risk assessment, small business

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