



CONTINUITY
SERVICE



HORNETSECURITY
BY proofpoint.

MIND THE GAP!

WHEN EMAIL FAILS,
YOUR BUSINESS SHOULDN'T.



THE HIDDEN VULNERABILITY

Most companies protect their data but forget to protect themselves against interrupted communication. Close the hidden gap that brings every email to a halt. Most organisations today invest in threat protection, data protection, disaster recovery, and compliance.

BUT THERE IS A VULNERABILITY THAT MANY OVERLOOK: WHAT HAPPENS WHEN YOUR EMAIL SERVICE GOES DOWN?

Not because of a cyberattack.

Not because of internal errors.

But simply because your email provider – like Microsoft 365 – experiences an outage.

In a moment, everything stops:

- » Sales can't respond to leads
- » Support can't help customers
- » Operations stall
- » Decisions get delayed
- » Revenue drips away, minute by minute

THIS IS KNOWN AS THE COMMUNICATION GAP.
AND IT'S BIGGER THAN MOST COMPANIES REALISE.

THE REALITY: OUTAGES ARE FREQUENT, NOT RARE

Microsoft 365's 99.9% SLA allows for 52 minutes of downtime per year, even when fully met.

And when email stops, everything stops: sales stall, support freezes, decisions delay, trust erodes. The question isn't if your email will fail. It's whether you'll be ready when it does.



UK CYBERSECURITY
AND RESILIENCE BILL

THE EXPOSES THE GAP FURTHER STILL

Under UK Cybersecurity and Resilience Bill Directive Article 21, organisations must demonstrate operational continuity and crisis management capabilities, not just document them after the fact.

THE COMPLIANCE GAP MOST ORGANISATIONS MISS:

- ✔ Disaster recovery plans exist
- ✔ Incident response procedures documented
- ✘ No answer for partial outages (6-hour M365 failure, regional disruptions)
- ✘ No maintained readiness between major incidents



UK CYBERSECURITY
AND RESILIENCE BILL

AUDITORS WILL ASK:

“WHAT HAPPENS DURING A PROVIDER OUTAGE? CAN YOU PROVE YOUR CONTINUITY WORKS?”

Without an active resilience layer, your answer is theoretical, and that’s a compliance risk.

SOLUTION: HORNETSECURITY'S CONTINUITY SERVICE

A Strategic Layer of Operational Resilience

Continuity Service isn't just email backup. It's a governance tool that maintains readiness between crises, ensuring your organisation stays operational when primary systems fail.

WHY IT CLOSES THE GAP

Low Effort, High Impact

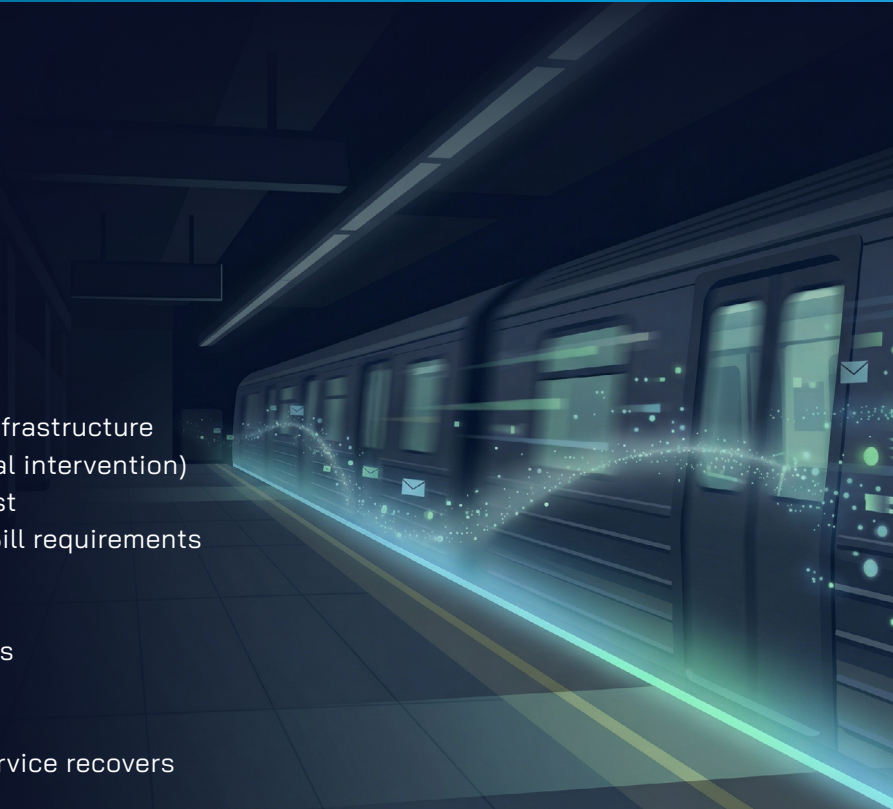
- » No infrastructure deployment required
- » No complex demos or pilots needed
- » Activate in minutes via self-service portal
- » Set it and maintain automatic readiness

Proven Resilience

- » 99.9% service availability on independent infrastructure
- » Automatic failover within seconds (no manual intervention)
- » 90-day traffic storage ensures nothing is lost
- » Supports UK Cybersecurity and Resilience Bill requirements

Operational Intelligence

- » Visibility into all delivered and queued emails
- » Admin control over environment-wide or individual mailbox activation
- » Automatic synchronisation when primary service recovers





HOW IT WORKS

DURING NORMAL OPERATIONS

All email traffic flows through your primary provider (M365, on-premise Exchange, etc.) while Continuity Service mirrors traffic silently in the background.

WHEN OUTAGE OCCURS

Automatic failover activates instantly, no action needed from IT teams.

- » Users access email via secure webmail interface (POP3/IMAP also available)
- » Sending and receiving continues uninterrupted
- » All traffic stored for up to 90 days
- » Admins track delivery status in real-time

WHEN SERVICE RESTORES

Automatic synchronisation pushes all outage-period emails back into primary mailboxes.

- » No manual rebuilding
- » No missing threads
- » No recovery stress



IMPACT COMPARISON

WHAT IS AFFECTED?	WITHOUT CONTINUITY SERVICE	WITH CONTINUITY SERVICE
Email operations	Complete stoppage during outages	Instant failover, zero interruption
Team productivity	Hours or days lost per incident	No downtime, work continues
IT workload	Manual recovery, stress, overtime	Automatic resync, no manual work
Business flow	Sales, support, operations freeze	Seamless access, operations active
UK Cybersecurity and Resilience Bill	Theoretical plans, no proof	Demonstrable resilience, audit-ready



WHY IT MATTERS NOW

THE COST OF EMAIL OUTAGES

- » Lost revenue opportunities (sales cycles interrupted)
- » Reduced customer satisfaction (support tickets pile up)
- » Internal delays (decision-making grinds to halt)
- » Damaged trust (clients question reliability)
- » Compliance risk (UK Cybersecurity and Resilience Bill requires demonstrable continuity)

THE STRATEGIC ADVANTAGE

Even the best cloud platforms face outages. Continuity Service ensures they don't become business outages.

Organisations with active continuity layers don't just recover faster, they maintain readiness between incidents, strengthening governance and resilience over time.

ACTIVATION IS SIMPLE

Enable Continuity for:

- » Your entire environment, or
- » Individual critical mailboxes

No deployment. No complexity. Just resilience.

CLOSE THE GAP BEFORE IT CLOSSES ON YOU

Continuity Service activates automatically within seconds when your email system fails.

NO DISRUPTION. NO DOWNTIME. NO MISSED OPPORTUNITIES. GAP CLOSED.

[REQUEST A DEMO](#)

