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Minimum Viable Recovery: A Smarter Path to Business Resilience for UK Enterprises

By Jon Collins



Research Publication Date: June 2025





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IN BUSINESS RECOVERY IN GENERAL—and cyber-recovery in particular—we have come a long way from the adage, “Bad things only happen to other people.” Cyberattacks are no longer edge cases; they’re enterprise inevitabilities. Across the UK, ransomware attacks and major outages are operational realities, affecting sectors from retail to aviation in headline-hitting attacks, and leaving no room for complacency.

In a recent GigaOm research report, we reviewed several business recovery approaches, including full business recovery, staged recovery of core services, and minimum viable recovery—which brings core business activities back online based on their importance to the organisation.

So, how effective might this approach be in the United Kingdom? Let us first consider the stark truth: According to our study, UK businesses are more exposed than other geographies in terms of major incidents. **Figure 1** shows that UK enterprises report a higher rate of critical incidents than global peers—only 7% report never having had a business-critical incident, compared to 14% across the rest of the world.

HOW LONG AGO WAS YOUR ORGANISATION'S LAST BUSINESS-CRITICAL INCIDENT?

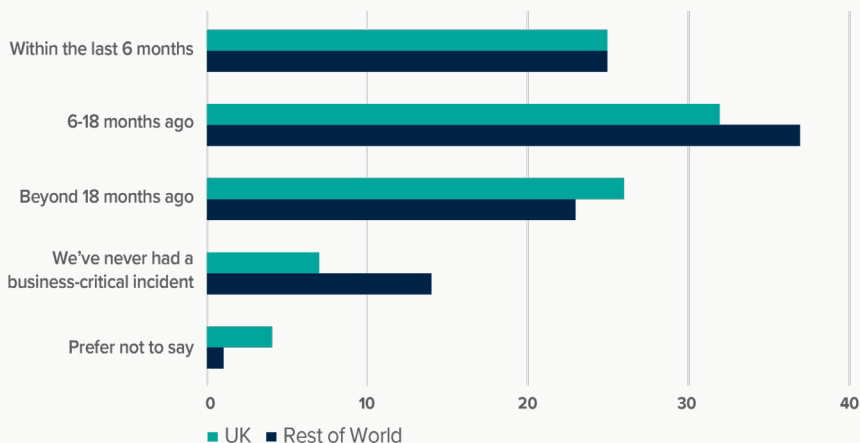


Figure 1. 7% more UK organisations have had a business-critical incident

Yet despite more frequent incidents, UK organisations lag in readiness. They are 21% less likely to have deployed a dedicated recovery environment, and 11% less likely to have tested their recovery plans within the last month.

Figure 2 shows that UK businesses do look stronger in terms of creating an inventory of their business-critical systems and refining runbooks and processes for recovery: this suggests that while planning is happening, it is not translating into real-world recovery capabilities.

WHAT CAPABILITIES DOES YOUR ORGANISATION SEE AS IMPORTANT FOR BUSINESS RECOVERY, INCLUDING RECOVERY PLAN TESTING?

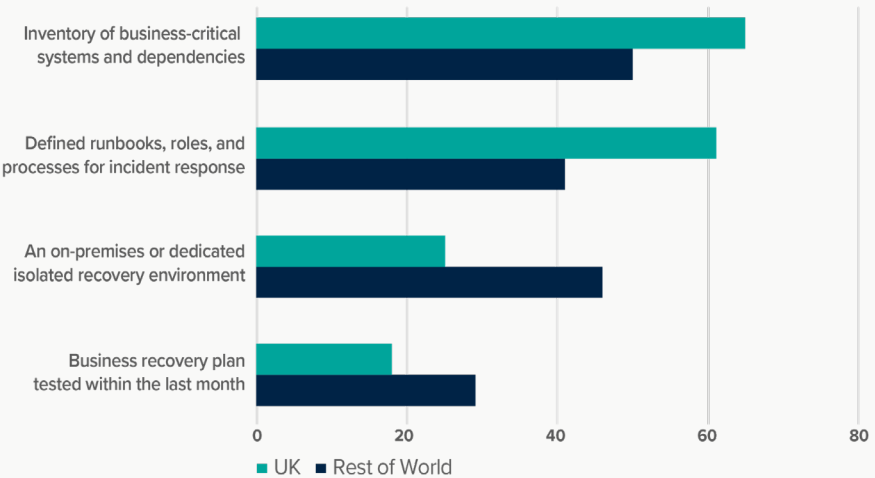


Figure 2. UK recovery planning efforts are not resulting in capabilities

Figure 3 shows UK organisations are 20% less likely to prioritise minimum viable recovery to a great extent—despite already performing several foundational steps, as we have seen.

TO WHAT EXTENT DO YOU BELIEVE YOUR ORGANISATION SHOULD PRIORITISE THE MINIMUM VIABILITY APPROACH

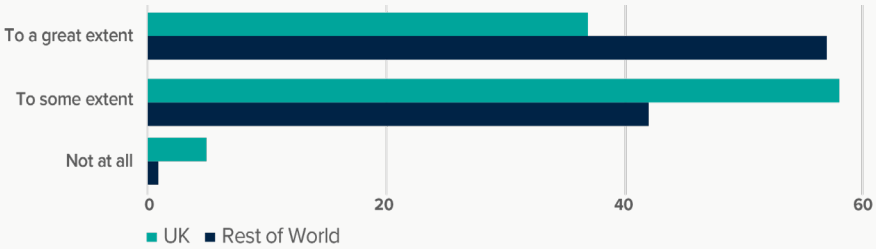


Figure 3. UK organisations are not prioritising minimum viability

Why? We get a clear answer to this question, as well as why efforts are not translating into capabilities, when we look at the challenges UK businesses face in **Figure 4**. As in other countries, the number one challenge is complexity—but UK organisations are 13% more likely to cite it as a major barrier. A second challenge for the global sample is keeping up with changing business needs; however once again, the UK sees this as a greater challenge than its global peers, by some 11%.

WHAT DOES YOUR ORGANISATION SEE AS THE MOST SIGNIFICANT CHALLENGES TO BUSINESS RECOVERY?

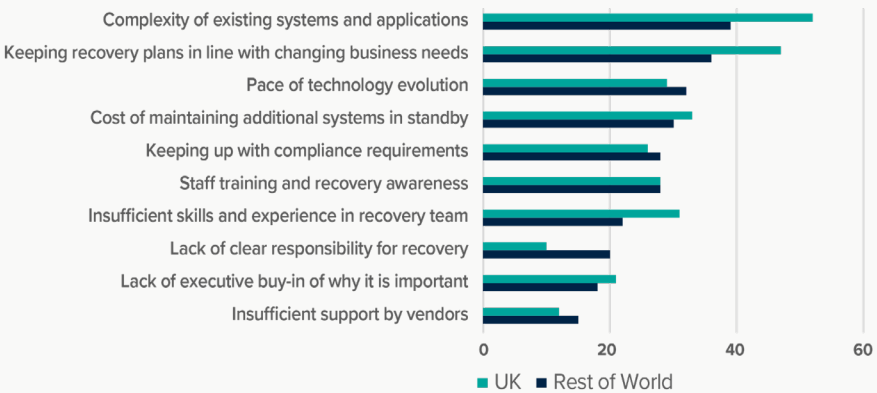


Figure 4. Complexity and changing business needs hamper recovery planning

These pressures create resistance to minimum viable recovery—an approach that, ironically, is designed to manage complexity and drive focus. In **Figure 5** we see that some 9% more UK organisations than their global counterparts report complexity to be a direct blocker. Also, in the UK, a key barrier to positive change is the absence of internal alignment on what constitutes ‘business-critical’—a prerequisite for prioritisation.

WHAT ARE THE BARRIERS TO YOUR ORGANISATION IMPLEMENTING A MINIMUM VIABILITY APPROACH?

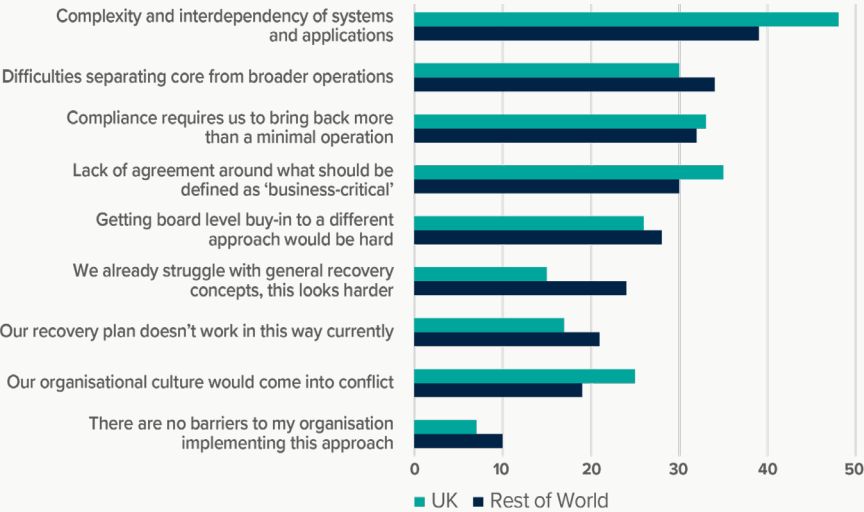


Figure 5. Complexity is getting in the way of minimum viability approaches

Speaking plainly, delivering on cyber recovery requires significant effort, leading from the top. It is not surprising that organisations struggle with this, leaving few fully confident they could recover in the case of a cyberattack or other critical incident.

However, as we saw in our global report, the minimum viable business approach produces the same levels of confidence as comprehensive recovery—at a reduced cost. The broader findings shows that successful minimum viable recovery strategies rest on three foundational capabilities:

- **Business-critical prioritisation:** Identify, quantify, and rank essential business functions.
- **Measurable technical response:** Automate and streamline business-centric recovery workflows.
- **Organisational recovery readiness:** Revise governance, skills, and decision frameworks to accelerate response.

These pillars offer the key to unlocking the minimum viable recovery approach, and thus increasing confidence in business recovery (**Figure 6**).

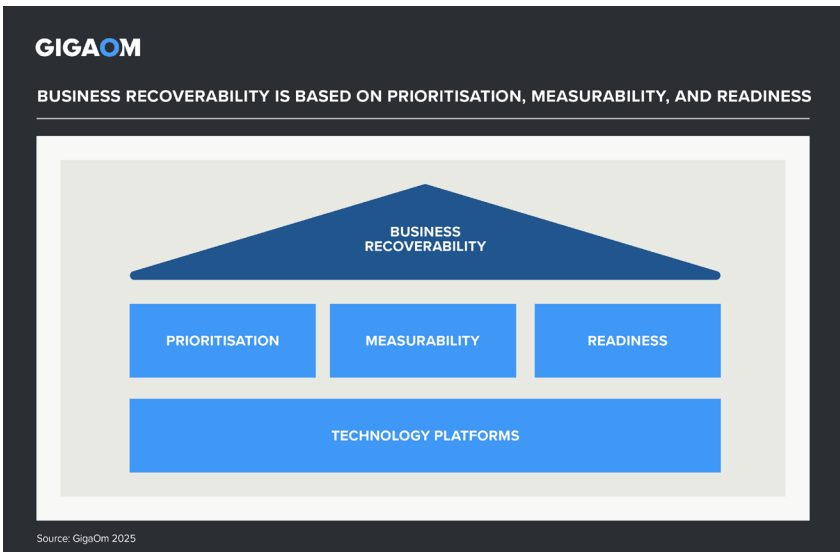


Figure 6. The pillars of minimum viable recovery

There is some good news. As noted earlier, UK organisations are already some way down the track towards minimum viability by inventorying business needs and priorities. **Figure 7** shows they also have significant additional impetus towards prioritising core business services following a business-critical incident, at 19% greater than other regions.

IF OR WHEN YOUR ORGANISATION EXPERIENCES A BUSINESS-CRITICAL INCIDENT, WHAT WOULD BE THE TOP PRIORITIES IN TERMS OF NEXT STEPS?

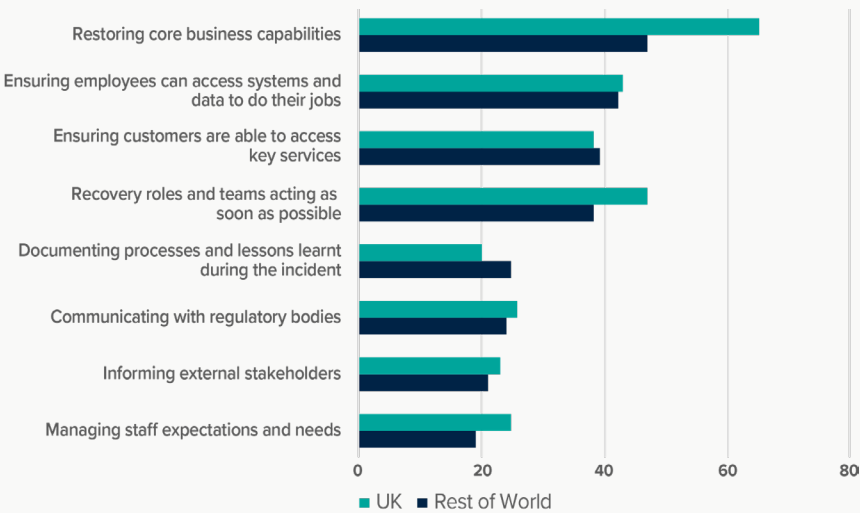


Figure 7. UK businesses are prioritising restoration of core business capabilities

Business recovery will continue to grow as a challenge. With every innovation comes a new set of threats, and we are on the brink of seeing an inevitable wave of AI-enabled risks. With UK companies feeling the dual pressures of complexity and change, creating and deploying a solid recovery stance is not getting easier.

Nonetheless, UK organisations are already doing several key things right. They've built the groundwork—success depends on translating planning into execution, and theory into capability. Minimum viable recovery offers a faster, more cost-effective path to resilience. For UK leaders balancing cost, complexity, and risk, it's a strategic imperative to reduce the risk of future business failure.

Commvault is the gold standard in cyber resilience, helping more than 100,000 organizations keep data safe and businesses resilient and moving forward. Today, Commvault offers the only cyber resilience platform that combines the best data security and rapid recovery at enterprise scale across any workload, anywhere—at the lowest TCO.



About Jon Collins

Jon Collins has over 35 years of experience in IT. He has worked as an industry analyst for a number of years and has advised some of the world's largest technology companies, including Cisco, EMC, IBM, and Microsoft in product and go-to-market strategy. He has acted as an agile software consultant to a variety of enterprise organizations, advised government departments on IT security and network management, led the development of a mobile healthcare app, and successfully managed a rapidly expanding enterprise IT environment. Jon is frequently called on to offer direct and practical advice to support IT and digital transformation initiatives, has served on the editorial board for the BearingPoint Institute thought leadership program, and is currently a columnist for IDG Connect.

Jon wrote the British Computer Society's handbook for security architects and co-authored *The Technology Garden*, a book offering CIOs clear advice on the principles of sustainable IT delivery.



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