"Little-Known Facts *Every* Business Owner Should Know About Backing Up Their Data"

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Have you ever lost an hour of work on your computer?

Now imagine if you lost days or weeks of work – or imagine losing your client database, financial records, and all of the work files your company has ever produced or compiled.

Imagine what would happen if your network went down for days and you couldn't access e-mail or the information on your PC. How devastating would that be?

Or, what if a major storm, flood, or fire destroyed your office and all of your files? Or if a virus wiped out your server…do you have an emergency recovery plan in place that you feel confident in?

How quickly do you think you could recover, if at all?

If you do not have good answers to the above questions or a rock-solid disaster recovery plan in place, you are quite literally playing Russian roulette with your business. With the number of threats constantly growing, it's not a matter of *if* you will have a problem, but rather a matter of *when*.

"But I Already Back Up My Data," You Say…

If you are like most business owners, you've been smart enough to set up a tape backup. But know this:

The average failure rate for a tape backup is 100% - ALL tape backups fail at some point in time.

While you should maintain a local backup of your data, a tape backup will NOT offer you protection if…

1. Your tape drive malfunctions rendering it useless and making it impossible to restore your data. IMPORTANT: It is *very* common for a tape drive to malfunction without giving any warning signs.

2. Your office (and everything in it) gets destroyed by a fire, flood, hurricane, tornado, or other natural disaster.

3. The physical tapes you are backing your data up to become corrupted due to heat or mishandling.

4. A virus spoils the data stored on the tape drive. Some of the more aggressive viruses not only corrupt the data, but they don't allow anyone to access the data on the drive.

5. Someone in your office accidentally formats the tape, erasing everything on it.

You do NOT want to find out your backup was not working when you need it most.

Frightening StatisticsYou Should Consider:

- Tape drives fail on average at 100%; that means ALL tape drives fail at some point and do NOT offer complete protection for your data if a natural disaster or fire destroys your office and everything in it.

- This year, 40% of small to medium businesses that manage their own network and use the Internet for more than e-mail will have their network accessed by a hacker, and more than 50% won't even know they were

attacked. *(Source: Gartner Group)*

- About 70% of business people have experienced (or will experience) data loss due to accidental deletion, disk or system failure, viruses, fire or some other disaster (*Source: Carbonite, an online backup service*)

- The first reaction of employees who lose their data is to try to recover the lost data themselves by using recovery software or either restarting or unplugging their computer — steps that can make later data recovery impossible. (*Source: 2005 global survey by Minneapolis-based Ontrack Data Recovery*)

Remote Backups: Why EVERY Business Should Have Them In Place

The ONLY way to completely protect your data and guarantee that you could restore it all after a major disaster is by maintaining an up-to-date copy of your data offsite.

Remote backups, also called offsite backups, online backups, or managed backups, is a service that allows you to maintain a secure copy of your data in a different location than your office.

There is no question that every business owner should have an offsite copy of their data; however, there ARE big differences among remote backup services and it's critical that you choose a good provider or you could end up paying a lot of money only to discover that recovering your data – the very reason why you set up remote backups in the first place – is not an easy, fast, or simple job.

Scary But True Facts About Data Loss

- The average failure rate of disk and tape drives is 100% - ALL DRIVES WILL EVENTUALLY FAIL.

- Only 34% of companies test their tape backups and, of those who do, 77% have found failures.

- Over ½ of critical corporate data resides on unprotected PC desktops and laptops.

- Key causes for data loss are:

- o 78% Hardware or system malfunction
- o 11% Human error
- o 7% Software corruption or program malfunction
- o 2% Computer viruses
- o 1% Natural disasters
- o 1% Other

- Only 25% of users frequently back up their files, yet 85% of those same users say they are very concerned about losing important digital data.

- 30% of companies report that they still do not have a disaster recovery program in place, and 2 out of 3 feel their data backup and disaster recovery plans have significant vulnerabilities.

- You have a 30% chance of having a corrupted file within a one-year time frame.

Source: VaultLogix