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## The Business Case for Backing up Data Using a Managed Online Backup Service



Presented by

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## A Computer Disaster...

Don't Think It Can't Happen to You – “Named Perils”

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<b>Technical Disasters</b>	Virus, worms, file corruption, hardware failure, software bugs, failed patches/upgrades
<b>Human Disasters</b>	Accidental file delete/overwrite, sabotage, fraud, spilled coffee, theft, unknown event
<b>Natural Disasters</b>	Fire, flood, earthquake, lightening strike, sprinkler malfunction, power surges

The majority of small-mid size businesses are vulnerable to unexpected data loss.

## Protective Umbrella



# Data Safeguard Approaches

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Threat	RAID 1/5	Local Backup	Offsite Backup
Hardware Failure	Yes	Yes	Yes
Software Bug	No	Yes	Yes
File System Corrupt	No	Yes	Yes
Accidental Deletion	No	Yes	Yes
Virus Infection	No	Yes	Yes
Human Error	No	Yes	Yes
Employee Sabotage	No	No	Yes
Natural Disaster	No	No	Yes
Equipment Theft	No	No	Yes
Power Surge	No	No	Yes

If possible, protect your business using all three approaches.



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# Simply Put...

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**Protect your business against loss of critical information by regularly storing a copy of valuable computer data offsite.**



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## What's it Take to Perform Your Own Offsite Backups?

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- Design a strategy to identify and backup critical data (daily)
- Buy redundant portable media (regularly test & replace)
- Organizational discipline to backup & carry media offsite daily
- Secure offsite storage location
- Periodic review and verification of offsite backups
- Staff labor costs – estimate 15 min/day @\$20/hr = \$100+/month

For most small-mid sized businesses, it's more cost effective to subscribe to a commercial online backup service.



## Online Backup Service (Benefits)

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- Hardware, software and media purchases not required – (Internet)
- Important information securely transferred offsite nightly
- Critical data protected from physical & environmental threats
- Highly-automated...since forgetful employees skip backups!
- Quickly recover from most data disasters
- Increased protection against sabotage and fraud

Online Backup complements a local backup by providing an offsite safety-net



## What Should I Backup Online?

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- Mission critical data & original work product
- Select carefully – consider network speed and storage budget
- Avoid backing up operating system and re-loadable application software – these must be properly reinstalled if equipment replaced

Organizations change. Periodically review data selected for online backup

# Cost Factors

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- Total amount of data being backed up
- Number of PCs covered by service
- Workstation or server configuration
- Maximum number of backups kept online
- Data retention and archiving requirements

■ **Managed vs. Unmanaged backups**

What's the real cost to your business if critical data is lost?



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## A Professionally Managed Backup Service Will...

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- Help you identify business-critical information
- Assist in setting up initial backup (online or disk-to-online)
- Continuously monitor to verify backups performed
- Assist with backup configuration changes
- Proactively alert you in the event of an issue
- Assist in the restore and data recovery process

Don't bet your business on a backup company that doesn't include these important services!



## Benefits of Choosing **Dr.Backup**

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- Small business specialists – since 2001
- Fully managed backup service – assisted setup & data restores
- Generous storage packages – based on compressed data size
- Backup: MS-SQL, Exchange, Open files, Active Directory & more
- Local disk mirror option – blazing fast restores
- Average cost is just \$1 - \$2 /day – isn't your business worth it?
- 100% Customer Satisfaction Guarantee – no offshore call centers

■ **30-Day Risk Free Trial** – Ask your IT professional about **Dr.Backup** or call us today at **(888) 716-5816**

