



If You're A "Do-It-Yourself" Small Business Trying To Decide If You Really Need The Dr.Backup S.M.A.R.T. Online Backup Service To Protect Your Critical Data

Here Are The Facts You Really Need To Make Your Decision!

Small businesses often have misconceptions about the need (and cost) for a professionally managed online backup service. Please don't put your business at risk by being penny-wise and data foolish. Protecting your data is a bet-your-business application and not a weekend do-it-yourself "Google-IT" project. You don't get a second chance!

Bad Reasons For Not Using A Managed Online Backup Service...

1. **ANTIVIRUS PROTECTION IS ON MY MACHINE** – While antivirus software protects against known viruses and some malware, it's far from fool-proof. No antivirus protection is 100%. Viruses are only one of many threats to your computer and the data on it.
2. **IT'S A NEW COMPUTER** – After replacing aging equipment you will generally have an improved computing experience. Don't let that fool you. Computers are electro-mechanical devices – they all fail – even brand new PCs. Guarding against hardware failure is but one component of an overall data protection strategy.
3. **THE SERVER IS PROTECTED BY RAID** – Redundant disks are common in a server. By simultaneously writing each data element to multiple disk drives, an additional level of data protection is provided. However, RAID protection while good is but one piece of the overall data protection puzzle. It temporarily protects only against a single disk drive failure – no other risks.
4. **ALL MY DATA IS IN A "DROP BOX"** – Having data from your local PC synchronized to the cloud – and subsequently to other devices on the internet – provides an effective way for a team to collaborate. However, with most file sharing services, the security of your data cannot be assured. Unauthorized access to data by hackers or disgruntled employees can (and regularly does) occur when critical data is stored unencrypted on the Internet. Files stored in drop boxes are highly susceptible to accidental deletion, are NOT HIPAA compliant and are generally not considered secure or dependable backups.
5. **I BACKUP TO A THUMB DRIVE** – Thumb drives can be handy devices for the transfer of data between computers or to hold a copy of that critical presentation you'll be making later today. However, their capacity is generally limited and their reliability as a permanent storage repository for data archives is highly suspect.



6. **MY MACHINE HAS A BACKUP UTILITY** – All computers come with copy and backup utilities. However, not all end users are trained on how to properly use a backup program. What’s the cost in staff labor for employees to regularly identify and back up their own data, safeguard the backup media, verify the backup succeeded and resolve any technical problems that occur?
7. **I PLAN TO BUY CLOUD STORAGE AND DO MY OWN BACKUPS** – Self-managed backups can work – but again, how much time, effort and expertise is required on a daily basis to monitor backups on all servers, PCs and laptops across your organization? Since the average office worker earns \$25/hour, are user managed backups really a good investment of staff labor?
8. **I DO A LOCAL BACKUP** – Local backups are good and are highly recommended. They provide a first level of protection against computer hardware failure and end-user accidental deletion. However, they do not provide you with protection from physical threats such as fire, flood, theft, hurricane, lightening strike/power surge or malicious property destruction. Local backups may also be susceptible to undetected viruses or malware.
9. **I DON’T TRUST SOMEBODY ELSE WITH MY DATA** – Today, almost all modern online backup services employ military-grade commercial encryption using 256 or 448 bit algorithms to protect your data. Once encrypted, data can only be read using a secret “encryption key” which you alone are responsible for safeguarding.
10. **I CAN’T AFFORD YOUR SERVICE** – This is truly a case of pay a little now, or pay a lot later. When critical files are lost, no expense will be spared in an attempt to recover the data. However, full recovery is most often not possible (or EXTREMELY expensive.) Why take that risk when local and online backup services can be completely outsourced to the professionals of Dr.Backup starting at around \$2 per day – about the cost of a cheap cup of coffee. Remember to fully consider the staff labor costs of a do-it-yourself backup so that you can make an accurate financial decision.

**Since All Dr.Backup Customers Start With A 30-day FREE Trial,
And No Upfront Payment Or Credit Card Are Required,
What Have You Got To Lose?
(Except Your Critical Data)**

Contact Us Today At (301) 560-4534 or <http://www.drbackup.net>