



Now that you've decided to backup mission-critical information offsite...

Don't be Penny-Wise and Data Foolish

In a crisis situation, online backup may be the only way to recover precious business data – your last chance to avoid a potentially catastrophic loss.

Can your business really *afford* to trust this vital responsibility to an economy backup provider that specializes in backing up residential PCs? Don't be a victim – choose your service provider wisely.

For one low monthly investment, **Dr.Backup** clients know their online backups are professionally installed, configured and regularly monitored.

The list below compares the core services included in Dr.Backup to those usually missing from economy backup providers...that save you just a few pennies per day.

1. ASSISTANCE WITH SETUP AND SELECTION OF CRITICAL DATA FOR BACKUP

Dr.Backup – Selecting critical application data for backup can be challenging. Dr.Backup technicians work with you (or your consultant/application software provider) to identify and configure the online backup. We are also available to assist with a test restore to an alternate machine/location to simulate the restoration process that would occur in a recovery scenario.

Econo backup – Most economy providers have extremely limited technical support. Virtually none will provide assistance in setup or configuration. Still fewer econo providers assist in doing a test restore to an alternate machine – thereby failing to demonstrate that their backup and restore process will actually work for your business in an emergency!

2. NOTIFICATION EACH TIME A BACKUP COMPLETES

Dr.Backup – When a backup job finishes, an email is sent containing a printable log of all files just backed up. The subject line and summary header provide a quick-glance indication of the final job status. Statuses reported include: successful, completed but with exceptions, empty and incomplete or cancelled. The number of files, size on disk and compressed storage used for each backup are also reported. This information is automatically sent to all email addresses registered to the account.

Econo backup – Most economy backup services do not have a readable log of backup results. Sometimes, their backup software runs continuously - meaning business applications on your server could run slower. You may never actually know when a backup completes let alone whether it was successful, failed, or had troubles with some files. Accurate point-in-time restores are often impossible making econo backups completely unsuitable for financial applications.

3. NOTIFICATION IF YOU DON'T BACKUP

Dr.Backup - Regular backups help ensure a smooth recovery from an unexpected event. If for any reason we do not see a completed backup for more than 5 days (configurable) an alert notification is sent to all registered email addresses for the account. Notifications will continue to be periodically transmitted until activity resumes. Customer support regularly reviews the list of



chronic inactive accounts and may attempt to reach the client by phone if a response to repeated email notifications is not actioned.

Econo backup – Very few economy providers monitor the status of backups. Even fewer follow up proactively to resolve the issues preventing a backup from completing. You alone are responsible for monitoring your backups.

4. PROVIDE A LISTING OF ALL FILES BACKED UP ONLINE

Dr.Backup - A complete list of files backed up online is available at any time in spreadsheet format. Included is the fully qualified filename, size on disk, compressed storage used online, date backup occurred and whether or not the file has been deleted from your local hard disk - meaning that Dr.Backup holds the last copy of that file. The list is extremely useful for audits and demonstrating HIPAA compliance.

Econo backup – There are usually no lists or audited reports of files backed up. You have no easy way of knowing how well – or even if – your backups are working. Some providers actually restrict the type and size of files on your PC eligible for backup. These files are secretly skipped without warning and cannot be recovered.

5. CHOOSE HOW LONG YOU WANT TO KEEP BACKUPS ONLINE

Dr.Backup - Individual backup jobs have configurable retention settings. These settings determine how long a file remains in online storage. By default, Dr.Backup never deletes the last version of any file from online storage. This means that if a file is accidentally deleted from your local hard drive, but the deletion is not discovered for 6 months, the most recent version of the file can generally still be recovered.

Econo backup – With many economy providers, if you accidentally delete a file from your hard drive and do not discover it within 30 days – the file is automatically purged from online storage. It can never be recovered.

6. DELIVER IMMEDIATE ACCESS TO DATA AFTER A DISASTER

Dr.Backup - You really depend on your online backup provider when disaster strikes. Dr.Backup provides immediate, secure access to your online files from any PC connected to the Internet. For server and other high volume data restores, you can access mission critical files online from our secure FTP archives and request the bulk of your less-critical files be shipped to you overnight via DVD or USB hard disk drive. For extremely high-availability applications, we can configure a USB or NAS storage device as a local data “mirror” of your online backups – bypassing the internet for restores and enabling rapid recovery at LAN speeds.

Econo backup – Restoring data from an economy backup service can be challenging. Slow downloads of thousands of files can be a long and arduous process taking days – or even weeks! Many bloggers on the Internet express great frustration at the inability of their backup provider to restore data they thought was safely stored offsite. Real-time access to customer support during a restore “crisis” is often lacking.



7. PROACTIVELY IDENTIFY AND HELP RESOLVE BACKUP ISSUES

Dr.Backup - Dr.Backup may report a backup status of “Completed, but with Exceptions.” An exception is a file which could not be properly backed up – and therefore may not be recoverable in an emergency situation. A list of these files/folders is provided to the client as an email attachment. Customer support is available to assist in analyzing and developing a strategy to resolve chronic “locked” file and security protection errors.

Econo backup – There are few providers that will make outbound contact with you if there is a backup problem. Locked or file permission errors – especially on servers – almost always go undetected until a failure occurs and these files are not recovered.

8. BACKUP LIVE SQL DATABASES

Dr.Backup – More and more Windows applications are using Microsoft SQL and SQL Express databases to store valuable information. Dr.Backup employs a special SQL database backup tool to ensure that these databases are properly backed up – even if still in active use.

Econo backup – The software required to backup live SQL databases is not included in most economy backup programs. Mission-critical databases cannot be backed up using econo backup software.

9. PERFORM POINT-IN-TIME RESTORE TO ROLLBACK TO A PRIOR DAY

Dr.Backup - Software and/or human error can result in application data corruption even if no physical disaster has occurred. Dr.Backup has the built-in capability to perform a “point-in-time” restore. This enables an end user to effectively “undo” recent changes to a group of related application files - thereby returning an application back to a known state prior to the corruption.

Econo backup – Most low-end backup services simply do not support the concept of a point-in-time restore. You can request recovery of individual files, but attempting to manually create a point-in-time snapshot of a related group of data files is extremely hard – if not impossible to accomplish.

10. PROVIDE OVERDRAFT FOR ACCOUNTS WITH INCREASED STORAGE NEEDS

Dr.Backup - Over time data storage requirements tend to increase. Should your compressed storage usage rise above the amount included with your package plan, an automatic 10% overdraft allocation is granted at no additional charge. If you exceed this amount, a 30-day grace period ensures that your backups continue to run while you work with Dr.Backup support personnel to eliminate non-essential files or upgrade your service package.

Econo backup – With some providers, when you exceed your storage allocation, your backups simply stop working. It is up to you to detect this stoppage condition and to add more capacity to your account.