“12 Little-Known Facts and Insider Secrets Every Business Owner Should Know About Backing Up Their Data and Choosing a Remote Backup Service”

If your data is important to your business and you cannot afford to have your operations halted for days – even weeks – due to data loss or corruption, then you need to read this report and act on the information shared. This report will outline the most commonly made, costly mistakes that many business owners make with their data backups.

You’ll Discover:

- What remote, offsite, or managed backups are, and why EVERY business should have them in place.
- 7 critical characteristics you should absolutely demand from any remote backup service; do NOT trust your data to anyone who does not meet these criteria.
- Where backups fail and give you a false sense of security.
- Frightening trends, cases, and questions every business owner should know and consider regarding data security.
- The single most important thing to look for in a remote backup service provider.
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 That Could Never Happen To Me!
(And Other Lies Business Owners Like To Believe About Their Businesses…)

After 20 years working with small and mid-size businesses, we found that 6 out of 10 businesses will experience some type of major network or technology disaster that will end up costing them between $9,000 and $60,000 in repairs and restoration costs on average.

That doesn’t even include lost productivity, sales, and client goodwill that can be damaged when a company can’t operate or fulfill on its promises due to technical problems.

While it may be difficult to determine the actual financial impact data loss would have on your business, you can’t deny the fact that it would have a major negative effect.
“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, USB, or mirrored backup. But know this:

The average failure rate for any mechanical backup is 100% - ALL will fail at some point in time.

Incredible, isn’t it? Most people don’t realize that ALL backup systems. But what’s really dangerous is that most companies don’t realize it happened until it’s too late.

That’s why history is riddled with stories of companies losing millions of dollars worth of data. In almost every case, these businesses had some type of backup system in place, but were sickened to find out it wasn’t working when they needed it most.

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

1. Your hardware malfunctions rendering it useless and making it impossible to restore your data. IMPORTANT: It is very common for backup technology 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 devices you are backing your data up to become corrupted due to heat or mishandling.

4. A virus spoils the data stored on the physical 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 backup device, erasing everything on it.
6. Theft – a disgruntled employee intentionally erases everything, or a thief breaks in and steals ALL of your equipment.

7. A faulty sprinkler system “waters” all of your electronic equipment.

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

**Frightening Trends, Cases, and Questions You 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, fire, or terrorist attack destroys your office and everything in it. Business owners who were hit by hurricanes like Katrina learned a hard lesson about keeping remote backups of their data.

- 93% of companies that lost their data for 10 days or more filed for bankruptcy within one year of the disaster, and 50% filed for bankruptcy immediately. *(Source: National Archives & Records Administration in Washington.)*

- 20% of small to medium businesses will suffer a major disaster causing loss of critical data every 5 years. *(Source: Richmond House Group)*

- 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: What They Are And 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 in a high-security facility.

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.

Usually this type of backup is done automatically via the Internet after hours to a high-security facility. 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.

7 Critical Characteristics to Demand from Your Remote Backup Service

The biggest danger businesses have with remote backup services is lack of knowledge in what to look for.

There are literally hundreds of companies offering this service because they see it as an easy way to make a quick buck. But not all service providers are created equal and you absolutely want to make sure you choose a good, reliable vendor or you’ll
get burned with hidden fees, unexpected “gotchas,” or with the horrible discovery that your data wasn’t actually backed up properly, leaving you high and dry when you need it most.

If your remote backup provider doesn’t meet all 7 of these points, then you’d be crazy to trust them to store your data:

1. **Military-level security, data transfer, and data storage.** This is fairly obvious; you want to make sure the company housing your data is actually secure. After all, we are talking about your financial information, client data, and other sensitive information about your company. Never trust your data to anyone that doesn’t have the following security measures in place:

   a. Ask your service provider if they are HIPAA, Sarbanes-Oxley, Gram-Leach-Bliley, and SEC NASD compliant. These are government regulations that dictate how organizations with highly sensitive data (like banks and doctor’s offices) handle, store, and transfer their data. If you are a medical or financial institution, you are required by law to work only with vendors who meet these stringent requirements. But even if you are NOT an organization that falls under one of these regulations, you still want to choose a provider who is because it’s a good sign that they have high-level security measures in place.

   b. Make sure the physical location where the data is stored is secure. Ask your service provider if they have an ID system, video surveillance, and some type of card key system to allow only authorized personnel to enter the site.

   c. Make sure the data transfer is encrypted with SSL protocols to prevent a hacker from accessing the data while it’s being transferred.

2. **Multiple data centers that are geographically dispersed.** Anyone versed in data security knows the best way to avoid loss is to build redundancy into your operations. All that means is that your remote backup service should store multiple copies of your data in more than one location. That way, if a terrorist attack or natural disaster destroys one of their locations, they have backups of your backup in a different city where the disaster did not strike.
3. **Demand the ability to receive overnight copies of your data on DVD or some other data storage device.** If your entire network gets wiped out, you do NOT want Internet download to be your only option for recovering the data because it could take days or weeks. Therefore, you should only work with a remote backup provider that will provide overnight copies of your data via some physical storage device. This will cost more, and in the event it is cost prohibitive you should know up front how long it will take to get your data back.

4. **On that same token, ask your service provider if you have the option of having your initial backup performed through hard copy.** Again, trying to transfer that amount of data online could take days or weeks. If you have a large amount of data to backup, it would be faster and more convenient to send it to them on a USB drive. This is commonly called seeding.

5. **Make sure your data can be restored to a different computer than the one it was backed up from.** Amazingly, some backups can only be restored to the same computer they came from. If the original computer was burned in a fire, stolen, or destroyed in a flood, you’re left without a backup.

6. **Demand daily status reports of your backup.** All backup services should send you a daily e-mail to verify if your backup actually ran AND to report failures or problems. The more professional providers should also allow you to notify more than one person (like a technician or your IT person) in addition to yourself.

7. **Demand help from a qualified technician.** Many online backup services are “self-serve.” This allows them to provide a cheaper service to you. BUT if you don’t set your system to back up correctly, the money you will save will be insignificant compared to the losses you’ll suffer. At the very least, ask your service provider to walk you through the steps on the phone or to check your settings to make sure you did the setup properly.
The Single Most Important Thing To Look For When Choosing a Remote Backup Service Provider

While the above checks are important, one of the most critical characteristics – and one that is often overlooked -- is finding a company that will do regular test restores to check your backup and make sure the data is able to be recovered.

You do not want to wait until your data has been wiped out to test your backup; yet that is exactly what most people do – and they pay for it dearly.

If your data is very sensitive and you cannot afford to lose it, then test restores should be done monthly. If your situation is a little less critical, then quarterly test restores are sufficient.

Any number of things can cause your backup to become corrupt. By testing it monthly, you’ll sleep a lot easier at night knowing you have a good, solid copy of your data available in the event of an unforeseen disaster or emergency.

Finally, and here is what no one will tell you. The only way to be absolutely sure all of your data can be restored is to restore all of it every day. Ridiculous, and time and cost prohibitive. The steps above are in the category of best practices and limit your risk, but we want to be sure and tell you the WHOLE story.

Want To Know For Sure If Your Data Backup Is Truly Keeping Your Data Secure?
Our Free Data Security Analysis Will Reveal the Truth…

As a prospective new client, I’d like to extend a “get to know us” offer of a Free Data Security Audit. I don’t normally give away free services at Parallel Edge, because if I did, I’d go out of business. But since you have read this far and are therefore taking this topic seriously, I thought this would be a great way to introduce our services to a few new clients.
At no charge, a security specialist will come on site and…

- Audit your current data protection including backup and restore procedures, media rotations and maintenance schedule to see if there is anything jeopardizing your data’s security.

- Review procedures for storage and transportation of data. Many people don’t realize they damage their disks (and thereby corrupt their data) by improperly caring for their storage devices.

- Check your network backup to make sure they are accurately backing up all of the critical files and information you would NEVER want to lose.

- Present a simple and easy to understand chart that will detail the makeup of your data, including the age and type of files you are backing up. Why should you care? Because many companies inadvertently use valuable computer storage to back up their employees’ personal MP3 files and movies, wedding and vacations pictures.

- Discuss current data protection needs and explain in plain English where your risks are. We know everyone has a different level of risk tolerance, and we want to make sure all the risks you’re taking with your data are by choice not because of miscommunication or accident.

Depending on what we discover, we’ll either give you a clean bill of health or reveal gaps in your data backup that could prove disastrous. If it’s appropriate, we’ll provide you with an action plan for further securing your data with our Right Fit approach that uses a hybrid of methodologies to balance cost and protection level.

Naturally, I don’t expect everyone to become a client, but I do expect a small percentage to hire us to protect their most valuable asset--corporate data--and possibly even become loyal clients who allow us to manage all of their technology.
But I Don’t Need a Free Security Analysis Because My IT Guy Has it Covered…

Maybe you don’t feel as though you have an urgent problem that needs to be fixed immediately. Maybe you think your data is perfectly safe. Many of our current clients felt their data was safe until it became necessary for them to RESTORE THEIR DATA.

Unfortunately, that is when most companies “test” their data backup and restore solution. We are helping companies like yours AVOID embarrassing and extremely costly data catastrophes like these:

The Principal of a Philadelphia based Design Firm thought their data was backed up safe and sound each night, since he personally took the data drives off-site. Unfortunately, while he was on a two week vacation no one was rotating the drives, so when it was discovered a project folder had been deleted inadvertently almost two weeks of work was lost.

This client now has a redundant hybrid system in place, spending the most to back-up the most critical data and almost nothing to back-up the data that is nice to have, but won’t put them out of business if it is lost.

Best of all the most critical data is backup up two ways without human intervention or manual drive rotation.

Here is yet another…

Another client of ours learned their lesson the hard way, which is all too often the case. The USB backup appeared to be working, but when they needed it most, the “succeeded” notifications turned out to be false positives. Had this client decided to go ahead with an offsite plan it is likely they would have had everything they needed when they needed it.

They had to recreate almost a month’s worth of data because the USB drives had become corrupted over time.
Why Trust Us to Design a Backup and Disaster Recovery Program For You?

There are a lot of companies offering remote backup services, so what makes us so special? Why choose us over the dozens of other companies offering what appear to be the same services? I’m glad you asked because there are 5 BIG reasons to trust us with your data security:

1. We don’t try to be all things to all people. In fact, we purposefully made the decision NOT to build out a data center and offer backup as a service directly to you. Instead we work with select backup vendors to provide the right solution for you.

2. We are your IT management resource who interfaces with the vendors to make sure the configuration is right for you. That might not seem too unique to you, but what you don’t realize is that some off-site data companies are made up of a couple of guys working from their back bedrooms with no way of actually reaching them other than by e-mail or phone.

3. We will conduct monthly or quarterly test restores of your data to truly determine if your backup is working. There is no other way of knowing for sure and MOST remote backup services do NOT offer this service.

4. Finally, we’ll work with you to make sure you understand the choices you have and what the consequences of those choices are. Budget, acceptable levels of risk and resource management all play a part in determining what the best solution is for your business.
But Don’t Take Our Word for It – Just Look What Our Clients Have to Say…

Long term relationships
“We have been working with Parallel Edge for over 20 years. They have expanded their services to keep pace with our changing needs. We rely on them to keep our IT infrastructure current.”
Joan Marchesani, Principal
IEI Group

Understanding specific needs
“Our previous IT person was a friend who provided IT on the side. While we were confident in his abilities, it was the responsiveness that we could not rely on. Also, he was just a one-man operation, so there was no depth of knowledge or capabilities. We were limited to his expertise and experience. With Parallel Edge we have IT support that understand s our specific needs. Your background and experience in our specific industry was a big selling point for us.”
David Pollock, Partner
Building Systems Engineering Group

As client you are not a commodity
"Your level of responsiveness is amazing. I never feel like I am just leaving a message when I contact you for help. I feel like everyone in the office is there to help us and you make me feel like I am your most important client every time I talk to anyone at your firm. It is easy for an IT company to do a good job when things are going well. You can separate the great ones from the also rans when problems pop up. Parallel Edge has proven to be a great IT company by the way they handle the problems when we need them. And, on top of troubleshooting and fixing problems the preventive work that you do allows us to know if a problem can be avoided it will be."
Casey Price, Partner
Price and Price Elder Law
You are Under No Obligation to Do or Buy Anything When You Say “Yes” to a Free Data Security Analysis

We also want to be very clear that there are no expectations on our part for you to do or buy anything when you take us up on our offer.

As a matter of fact, I will give you my personal guarantee that you won’t have to deal with a pushy, arrogant salesperson because I don’t appreciate heavy sales pressure any more than you do.

We offer this free audit to a maximum 4 of prospective clients per month, depending on workload and

Call me immediately at (610)-293-0101 to schedule your free service, or complete and fax back the enclosed form.

Sincerely,

Sondra Lorino
Senior Associate
Customer Support Specialist
Scary But True Facts About Data Loss

- The average failure rate of disk (includes USB) 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.

- 60% of companies that lose their data will go out of business within 6 months of the disaster.

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

- Key causes for data loss are:
  - 78% Hardware or system malfunction
  - 11% Human error
  - 7% Software corruption or program malfunction
  - 2% Computer viruses
  - 1% Natural disasters
  - 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.

- More than 22% said backing up their PCs was on their to-do list, but they seldom do it.

- 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.

- 1 in 25 notebooks are stolen, broken or destroyed each year.

- Today’s hard drives store 500 times the data stored on the drives of a decade ago. This increased capacity amplifies the impact of data loss, making mechanical precision more critical.

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

Source: VaultLogix
“Yes! Sign me up for a Free Data Security Analysis so I can know for sure that my data will be there when I need it most!”

Please reserve one of your FREE Data Security Analyses in my name. I understand that I am under no obligation to do or to buy anything by requesting this free service.

At no charge, we will send a data security specialist to your office to:

- Audit your current data protection including backup and restore procedures, tape rotations and maintenance schedule to see if there is anything jeopardizing your data’s security.

- Review procedures for storage and transportation of data. Many people don’t realize they damage their disks (and thereby corrupt their data) by improperly caring for their storage devices.

- Check your network backup system to make sure it is accurately backing up all of the critical files and information you would NEVER want to lose.

- Present a simple and easy to understand chart that will detail the makeup of your data, including the age and type of files you are backing up. Why should you care? Because many companies inadvertently use valuable computer storage to back up their employees’ personal MP3 files and movies.

- Discuss current data protection needs and explain in plain English where your risks are. We know everyone has a different level of risk tolerance, and we want to make sure all the risks you’re taking with your data are by choice not because of miscommunication or accident.

Please Complete and Fax Back:

Name: ____________________________
Title: ____________________________
Company: _________________________
Address: __________________________
City: _____________________________ State: _________ Zip: ____________
Phone: __________________________ Fax: ____________________
E-mail: __________________________

Fax This Form To: 1-610-293-0102
Or Call: 1-610-293-0101

Offer subject to scheduling availability! Please call to schedule today.

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