



**Information Technology, LLC.**  
*The IT Experts*

# **12 Little Known Facts About Data Backups**

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**WHITE PAPER**

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### Abstract

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 most small business owners make with their data backups.

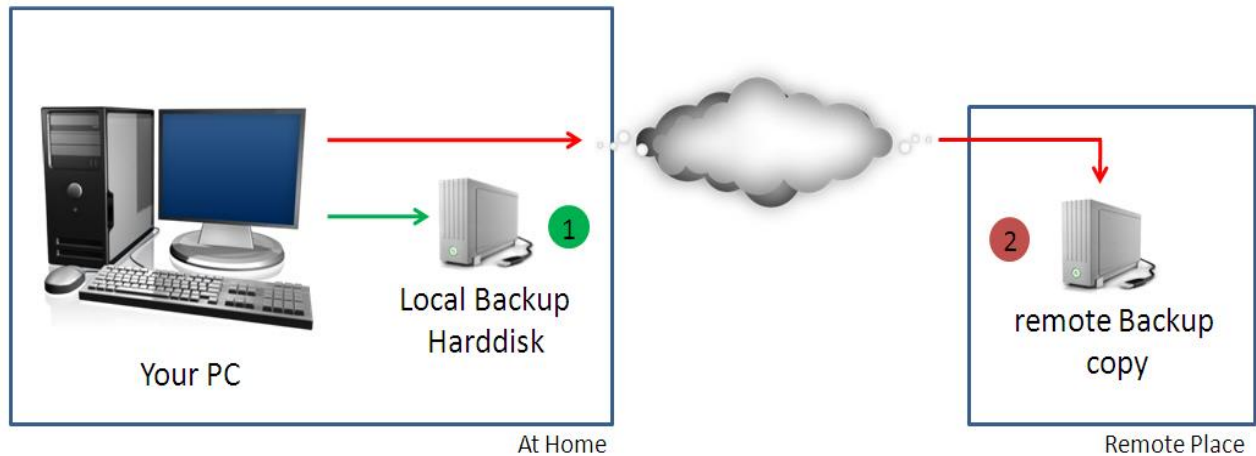


You will discover:

- 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.
- 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.

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## THE IT EXPERTS—WHY TRUST ANYONE ELSE?



### REMOTE BACKUPS: WHAT THEY ARE AND WHY EVERY BUSINESS SHOULD HAVE THEM

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.

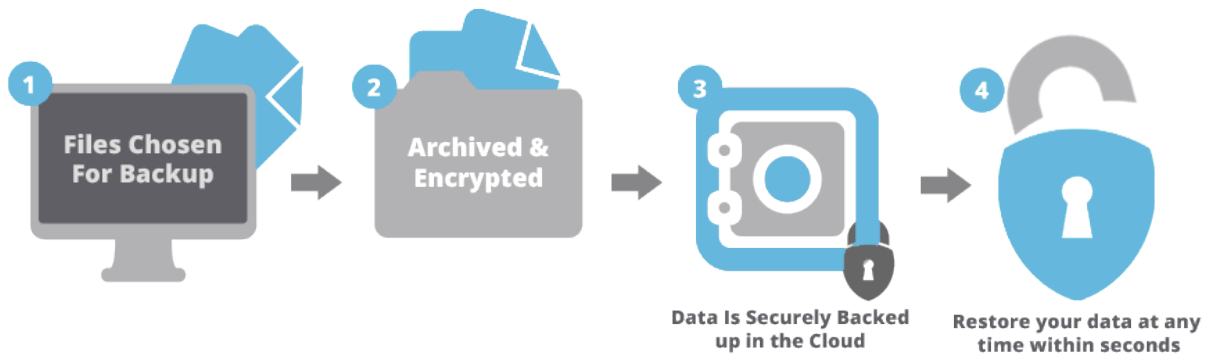
Usually this type of backup is done automatically via the Internet after hours to a high-security facility. There is no question that every business owner should have an offsite copy of their data; however, there ARE big differences among remote backup services and it is critical that you choose a good 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.

No Disaster Recovery Plan.  
No Backups.  
*What's a business to do?*



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### THE ONLINE BACKUP PROCESS...



### 7 CRITICAL CHARACTERISTICS TO DEMAND FROM YOUR REMOTE BACKUP SERVICE

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

There are literally hundreds of companies offering this service. 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 was not actually backed up properly, leaving you high and dry when you need it most.

If your remote backup provider does not meet all seven (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 does not have the following security measures in place:
  - a. Ask your service provider if they are compliant with applicable regulations. 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 is 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 is 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.
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 DVD.
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 are 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 will 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.



### LITTLE KNOWN FACTS ABOUT DATA LOSS

1. The average failure rate of disk and tape drives is 100% - ALL DRIVES WILL EVENTUALLY FAIL.
2. Only 34% of companies test their tape backups and, of those who do, 77% have found failures.
3. 60% of companies that lose their data will go out of business within 6 months of the disaster.
4. Over ½ of critical corporate data resides on unprotected PC desktops and laptops.
5. Key causes for data loss are typically hardware or system malfunction, followed by human error and software corruptions or program malfunctions.
6. 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.
7. More than 22% said backing up their PCs was on their to-do list, but they seldom do it.
8. 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.
9. 1 in 25 notebooks are stolen, broken or destroyed each year.
10. 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.
11. You have a 30% chance of having a corrupted file within a one-year time frame.



# Lost your data?



## WHY TRUST YOUR REMOTE BACKUPS TO SAALEXIT?

There are a lot of companies offering remote backup services, so what makes Saalex Information Technology (SaalexIT) so special? Why choose SaalexIT over the dozens of other companies offering what appear to be the same services?

SaalexIT is currently responsible for Disaster Preparedness/Contingency Planning and has developed custom storage solutions, including Continuity of Operations and disaster recovery plans that provide data redundancy and system security. The bottom line is our solutions can reduce downtime from weeks to hours or days. Backup plans are reviewed with the client and changes are made as needed. Clients can be given access to a web portal to review the status of their backup system or opt into receiving weekly reports via email.

1. SaalexIT will provide installation and configuration for clients to back



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up their servers locally and to duplicate data to a cloud-based storage solution. Cloud-based storage will be handled and hosted by Datto, a vendor that SaalexIT partners with. Datto provides backup products and services for hybrid cloud business continuity, planning, and disaster recovery.

2. In the case of Disaster Recovery/Business Continuity, we will use the locally hosted or cloud-based Datto to spin up virtual machine(s) based on the situation at hand. This solution provides an incredible amount of flexibility to the small business (SMB) without paying enterprise-level prices.
3. SaalexIT also provides incremental back-ups. You have the ability to set any backup schedule that they desire, to include daily, weekly, and monthly backups. With Datto, we can provide unlimited cloud storage.
4. SaalexIT will also configure notifications of backup failures to include snapshots and email notices.
5. We offer free disaster recovery services to restore your data if ALL of it is lost at one time. Again, most companies charge extra for this, or they do not offer it at all. At no additional charge, we will work directly with your IT manager or network support consultant to get all of your data restored in the unfortunate event of a catastrophic loss.
6. 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.

### WHAT OUR SERVICES WILL ALSO DO FOR YOU

1. Eliminate slow data transfer to your business via the Internet
2. Eliminate the use magnetic tapes as a backup option
3. Upon disaster, we will have a new device shipped to your business overnight containing your otherwise-lost data, *and*
4. Grant you the ability to quickly recover multiple terabytes of information in 24 hours, which would be nearly impossible using other methods.



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### SAALEXIT CAN HELP YOU NOW WITH A FREE NETWORK ASSESSMENT

SaalexIT offers a FREE Network Assessment (A \$250 Value) to all companies, which includes a Data Security Analysis. We guarantee that we will not oblige you to do or buy anything by requesting this free service.

At no charge, we will send an IT 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

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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.

### ***Call SaalexIT today for a free IT Network Assessment!***

*Saalex Information Technology, LLC (SaalexIT) is a trusted partner in IT support and services, providing technology solutions that are designed to take your business to the next level. No matter what your IT requirements are, the SaalexIT experts can create, implement and support a technology strategy that will fit your business and budget.*

*Call us (800) 584-6844 or email at [sales@saalexIT.com](mailto:sales@saalexIT.com) to discover why many businesses count on us for dependable IT solutions today.*

### ***SaalexIT – The IT Experts. Why Trust Anyone Else?***

