

DO YOU

BACKUP YOUR DATA?

In today's world, the role of technology is rapidly expanding. From accounting to communication, more and more aspects of business are being performed on computers. Businesses are taking advantage of the tremendous power of today's technology and must do so to stay competitive. Email is now the preferred method of communication and the majority of businesses execute transactions and store valuable data online. With the increased involvement of computers and technology in business, it is critical that every organization has a plan to deal with the threat of data loss.

In the past, companies have backed up their data using magnetic tapes which were then usually taken off-site. While an effective method for incrementally backing up data off site, this process was tedious as the tapes had to be changed and replaced every night. For small businesses without a dedicated IT staff, maintaining an up-to-date tape library is easily overlooked and can result in permanent data loss.

**70% OF BUSINESSES
THAT SUFFER A SERIOUS
DATA LOSS ARE OUT OF
BUSINESS IN TWO YEARS**

Small to medium businesses can suffer severe repercussions if their critical data is not securely backed up at an off-site location. A fire, or even a power surge, can wipe out years of data. According to IDC (A leading market research firm), less than 40% of all small to medium businesses properly and regularly back up their data. These businesses can not afford to lose time attempting to rebuild their lost, vital

information. In order to prevent such a situation from happening, an off-site storage system should be used, providing a secure copy of all data at another location.

Off-site backup devices ensure that if physical disaster (such as fire, flood, theft, etc) were to strike your data center and/or offices, it would still be possible to retrieve all lost information from the different location. Most off-site solutions use the internet to transfer data to and from an office. In the event of data loss, it could take days or even weeks to download all of a company's critical information from the web.

In order to recover quickly from hardware failure, viruses, or accidental deletion, it is important to have an on-site backup. This backup allows businesses to quickly recover from data loss due to common causes. When creating a business continuity plan, it's important to take both on-site and off-site backup into consideration.

When it comes to keeping your information backed up, Datto Backup offers an affordable and easy total solution. This new device provides a simple, secure and automatic method of both on-site and off-site data storage in one simple and easy to use device. Each Datto device is a specially designed Network Attached Storage (NAS) device operating as a secure location to



backup files. The device creates an encrypted copy of all files stored on it in secure data centers located on the east and west coasts of the US. In the event of an accidental deletion, files can quickly be restored using the device. Should the Datto be damaged or destroyed for any reason, a new device with all the data and settings of the old one can be shipped overnight providing rapid recovery.

Datto Backup is just one of many solutions for keeping your information backed up. New innovations are occurring every day, making the once painful chore of off-site data backup now easy and reliable.

For more information on Datto please visit
www.lanetca.com
www.dattobackup.com