What Could Happen Without a Plan?
Preparing for the Unexpected with Backup Disaster Recovery

Backup Disaster Recovery (BDR) is one of those things that all businesses need to have in case of disaster. Whether it's a natural disaster such as a tornado, a hardware failure, or even an attack from a hacker. Anyone of these could permanently disable your business if you aren't prepared or have a proper backup plan. For those of you still backing up data manually on tapes or not at all, here are some reasons you need a BDR solution and should stop overlooking potential disasters.

How Common is a Data Disaster?
A data disaster is more common than you might think. Currently, 58% of SMBs are not prepared for data loss. Even worse, 60% of SMBs that lose their data will shut down within six months. Something preventable could potentially wreck your business, especially scary to think about when 29% of hard drive failures are caused by accident. Human error or a simple mishap could put your company out of business.

The True Culprit to Data Loss
You may have security protocols in place and your employees may be well versed on avoiding things like malware. Well done. However, you're still not protected. Human error is a large culprit in data loss. Whether its unintentionally deleting files accidentally overwriting data on even a spilled cup of coffee, these careless mistakes can be costly.

How to Better Prepare for Malicious Attacks
Viruses and malware cause significant software and hardware damage depending on the kind. Usually, this can be avoided with proper employee training and secure firewall that filter malicious attacks.

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Yet another prey in the night is social engineering – the art of conning people. Hackers have been known to physically get into server rooms and other data-centric areas. Employees may not even notice their mistake until it's too late. I guess the "HVAC guy" turned out being a hacker in disguise.

Decrease Your Chances for Software Corruption

Software corruption can come from unknown viruses lurking in your computer. Things like not shutting down the computer properly, leaving unsaved documents open or even a power outage can trigger corruption. Once software processes are interrupted and damaged, it's virtually impossible to recover data.

Technology will Fail. Are you Ready?

Did you know that 140,000 hard drives crash every week? With that kind of number, it's just a matter of time until it happens to you. Not a comfortable position to be in if you know you don't have backup. Mechanical issues like age and dust build up can (and will) cause technology to fail. We've all used that old laptop we still have that's been on its deathbed for months, freezing frequently, taking far too long to load a webpage, and acting as a heater for your lap. All are signs leading up to a crash that could erase product data and client information.

Natural Disasters Can Take Out On-site Backups

You can't necessarily prepare for a natural disaster. Even if you hear the tornado siren in time, backing up your servers to tape takes longer than you have before its time to take cover. That tape is left amongst the rubble, destroyed. Proof that on-site BDRs may not always be the final protective cover for your business. Consider off-site or cloud data storage to ensure protection, so your data is safe even if your equipment is destroyed.

Protect Your Business with Backup Disaster Recovery

Protect your business and keep it running smoothly and successfully. Backup Disaster Recovery options are available for all kinds of SMBs and their needs. Don't wait to be taught a lesson by the "big one" (as California residents say). Protect your important data and enjoy the peace of mind that comes along with it. You've worked too hard to get your business where it is. Protect your hard work.

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