



Offsite Backup with Fast Recovery

How not to be stranded, pulling your hair out, waiting a couple of weeks for your server to be rebuilt.



Small Business Essential
Technology Introduction
Data Backup & Recovery



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STOP USING TAPE

If you are still using tapes to back up your data, you are operating under a false sense of security. Tape drives are a cheap, 50-year old technology, which are highly unreliable for keeping data safe.

Even if you remember to swap out the tapes every day and take them home, tape drives will not be able to get you back up and running fast if your server fails and corrupts or erases your data.

Can you imagine the frustration of waiting 10 days for a new server, before spending days having it rebuilt and your data installed on it?

If saving your data and being back up and running fast in the event of a disaster is important to you, then here are 3 very important reasons why it's time to upgrade your tape drive to something more reliable:

- 1) Tapes have a failure rate of 100%. No, that's not a typo. Statistically, every single tape drive will fail at some point –it's only a matter of when. In the past 10 years we have NEVER had all the daily backups we oversee as part of our support contract obligations work without some needing to be rerun.
- 2) Your network could be inaccessible for days, possibly weeks. Tape drives ONLY back up your data; not your programs, operating system or network settings. If your server crashes or is somehow stolen, corrupted or destroyed, your entire network has to be rebuilt from scratch – no small feat. Only at that point can your data be reloaded.

3) Human error. Tapes need near perfect care to function properly. Someone has to remember to rotate them every day, take them off site, and keep them in a dry, cool and clean place - not in a purse or front seat of the car where they can be stolen, melted, frozen or disabled due to moisture, dust or condensation.

Even if they were fine how sick would you be losing up to a day's work due to corrupted data, because the only backup you have is from the previous evening?



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THE FACTS

(Most are from America but do you think the UK is much different)

The average failure rate of 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 half 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.



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Here Is What We Are Recommending...

Thanks to major advancements in backup technology, you can now have a completely automated onsite and offsite backup of your data from under £10 per day. We call it our Wem Managed Backup and Disaster Recovery Service -WBDRS.

What makes it so much better than tape?

- The Wem Managed Backup and Disaster Recovery device takes an image (snapshot) of your server EVERY 15 minutes. That means you wouldn't lose an entire day's worth of work if your server crashed or melted down; just a few minutes worth.
- You don't have to swap out tapes every day or lug them around in your car.
- You have near-instant business continuity if your server failed. In the event of a server crash, the Wem Managed Backup and Disaster Recovery device will TAKE OVER as an acting server so you can keep on working while we rescue and rebuild your failed server. This means you'll be up and running within 30 minutes instead of potentially being down for DAYS.
- Your data and server image get stored offsite at a secure data facility, FAR MORE secure and reliable than old tapes.
- This eliminates the unreliability of tapes and external hard drives, and protects you if your data is destroyed by an earthquake, flood, fire, or more likely, theft and human error.
- We monitor this system 24-7 to make sure it's working. No 'unpleasant surprises' that your backups weren't working.



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What To Do Now

If you want to understand how to setup a backup system that gives you complete peace of mind that your data is safe and gets you back up and running again with minimal cost, time and aggravation contact us today for a free consultation. This will purely be an educational and informative meeting – not a heavy pressure sales call. During this meeting we will:

- Audit your current data backup and security procedures, including tape rotation and maintenance schedule, to see if ALL of your data really is being backed up in a secure manner, and in a format that can easily be restored.
- Audit your current offsite backup system and provider to see if they can guarantee you a fast, safe recovery of your data – there are actually key characteristics and systems to demand from any offsite backup company; if they don't meet every one, you're in for a big, unpleasant surprise if you ever have to do a major restore and rebuild of your server and network.
- Review your current procedures for onsite backups. Many people don't realize they damage their disks (and thereby corrupt their data) by improperly caring for their storage devices.
- Check your network backups 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.
- 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.

Contact Us Today: info@wemit.co.uk

Or Telephone : 020 8740 6000



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Fast Action Response Form:

“Yes! Please reserve a Consultation in my name so I can find out what my options are, get answer to my questions, and get a handle on the steps and costs involved. I understand that I’m under **NO** obligation to do or buy anything by signing up for this consultation.

Please Complete and Fax Back:

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ Post Code: _____

Phone: _____ Fax: _____

E-mail: _____

Do you have any other questions or problems you would like to discuss?
Simply outline them below:

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Fax This Form To: 020 8740 2188 or Call: 020 8740 6000



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