

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

You cannot afford to have your operations halted for days – even weeks – due to data loss or corruption.

This report will outline the most commonly made, costly mistakes that most small business owners make with their data backups.



You'll Discover:

- ✓ What remote, offsite, or managed backups are, and why EVERY business must have them.
- ✓ 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.

Provided as an educational service by:

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From The Desk of: Jeff Jackson
President, Summit Computer Services

Dear Colleague,

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 working with over 100 small and mid-size businesses in Northern New England, 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 backup. But know this:

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

Incredible, isn't it? Most people don't realize that ALL backups fail. 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, it will NOT offer you protection if...

1. The backup malfunctions rendering it useless and making it impossible to restore your data. **IMPORTANT:** It is *very* common for disk drives 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 drives you are backing your data up to become corrupted due to heat or mishandling.
4. A virus spoils the data stored on the backup 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 drive, 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 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:

- Hard drives fail on average at 100%; that means ALL 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, FINRA, DFARS 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 disk.** 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 a portable hard drive.
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.

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 Summit Computer Services because if I did, I'd go out of business. But since your company meets our strict selection criteria, 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, 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.
- 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 *Total Care Managed Backup Service*.

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 like Bow Auto Parts or Caring Family Dentistry.

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 Director of a Concord based Non-Profit company thought their data was backed up safe and sound each night. After all, she had an IT guy that was responsible and spent thousands of dollars on the appropriate backup solution. So, as you can imagine, she was upset when she was told their server crashed and they needed to restore it from backup.

Flash forward three weeks, **\$62,000 and a BRAND NEW IT PERSON later**, and they restored as close to “before failure” as possible (much of the data was lost forever so best guesses were taken). According to the Director, who understandably asked to remain anonymous, the worst part of the whole experience is thinking you are doing all the right things spending money on solutions that **APPEAR** to be working when, in reality, they aren’t.

Here is yet another...

Another client of ours learned their lesson the hard way, which is all too often the case. The backup appeared to be working, but when he needed it most, it failed to restore. They had to recreate almost a month’s worth of data because the restore failed. In the Director of IT’s own words, “I had my bags packed and was ready to be shown the door. The only reason I have my job today is because I proved to my boss that all indications were the data was being backed up. All the logs and reports noted backup and verify completed without errors. The backup just would not restore.

Why Trust Your Remote Backups To Us?

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 have our own state-of-the-art data center right here in NH that is under video surveillance and is monitored 24x7x365. Forget sending overnight disk drives to restore your data, we can drive them to you anywhere in northern New England in as little as an hour. Of course, we can also store a copy of your data in the Midwest or west coast as required. This means your data is highly available, locked down tight, protected from even the worst natural disasters--fire, flood, and theft.
2. We unconditionally guarantee the security and availability of your data or your money back. If the data is given to us, we will guarantee it will be available to you 24x7x365 or we'll give you your money back!

Most remote backup services try to promote money-back guarantees, but if you read the small print, they only refund the last 3 months of service fees. We're willing to put our money where our mouth is and give you a full year's service fees back if we fail to make your data available.

3. We offer free help desk support for recovering files. Some companies charge you extra for this service, or don't offer it at all.
4. 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 don't offer it at all. At no additional charge, we will work directly with you to get all of your data restored in the unfortunate event of a catastrophic loss.
5. We are a local. That might not seem too unique to you, but what you don't realize is that some offsite 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.

We'll come on site, shake your hand, and buy you a cup of coffee. Wouldn't



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equals increased profitability*

you rather deal with a local company that can meet with you face to face rather than an unknown entity in a different state – or different country?

6. We conduct weekly 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 and if they do, they test quarterly.

But Don't Take Our Word for It – Just Look What Our Clients Have to Say...

Excellent Customer Service



Garrick Raczek
VP of Operations
Mathewson
Companies
Hancock, NH

Summit Computer Services is **very knowledgeable in their field** and their customer service skills are excellent. They provide quarterly status updates on our infrastructure and work with me on project budgeting.

They make you feel like **you're their highest priority in any instance.**

I urge any business looking for a **sincere IT partnership** to give them a call today.

Dedicated to Meeting My Needs



Dr. Phil Szalowski,
DC
Owner
Broadway
Chiropractic
Derry, NH

From our first meeting with Summit, I could immediately see their dedication to completely taking care of each of their clients' needs.

Their focus is entirely on making sure **I have peace of mind** when it comes to monitoring and backing up all of our IT requirements, and to a depth I didn't know existed.

It was a real eye opener to find that we had not been getting the service we thought we were from our IT provider before working with you guys, even to the point of not having the backups we thought we had! I get a little queasy just thinking about it. Know the feeling? They have the cure. Check them out.

Peace of Mind...A Sturdy Safety Net...



**Raymond F. Orzechowski Jr.,
DMD**
Concord, NH

We rely on the stability and efficiency of our server and network to maintain and streamline work flow throughout the course of our busy days. Knowing that **the data we rely on is secure and protected from catastrophic loss** gives me peace of mind. I know that my business can continue to operate under almost any circumstance. Jeff and his team work to provide a “sturdy safety net” that I know will protect us from unwanted breaches in our network.

Their **customer service is top-notch**. Summit works with other dental offices, so they understand the specific IT needs of the dental industry. They are a valuable, long-time partner in the success of our business. They are always there for us in a prompt and timely manner.

On the fence? Sit down and down and talk to Jeff 1-on-1. His calm demeanor and quiet confidence make him someone that you can **trust** and enjoy working with. All of the members of Jeff’s team are **professional, polite, and highly knowledgeable** in their field. Those are crucial foundations to success.

Superior IT Partner...I can concentrate on being a doctor



Michael Dutton, DVM
DABVP(Canine/Feline),
DABVP(Avian)
Weare Animal Hospital
Weare, NH

My initial concern was a viable and useable backup system for my electronic medical records. Since we are a paperless practice, a nonfunctioning computer system is not an option. I needed a **more real-time backup and an easy to restore database**. After some discussion and evaluation, Summit created both a software and hardware backup plan to **handle my concerns within my budget**.

I would recommend Summit Computer Services to any business looking for a superior partner in managing their computer requirements. I know in my own case, they allow me to concentrate on being a doctor as opposed to micromanaging the computer network.

Summit Knows IT For Growing Dental Practices



Dr. Todd J. Sheffler
General Dentist
Caring Family
Dentistry
Concord, NH

In the past, we worked with small and large IT companies; neither of them worked out. They couldn't handle our IT needs or were impersonal. Summit Computers is a **perfect fit our growing practice**. They deliver solid support and solutions. Their customer service is stellar. And, the **peace of mind** that I have is refreshing.

Our patients' **data is secure**. Summit protects the data and manages the IT environment to keep us up and running. Their **knowledge of dental** software and high-end hardware needs far exceeds the previous support companies.

If you are a dental practice or any kind of business, call Summit Computers now!

No Worries, Respond Immediately And In Plain English...



Dr. David W. Lewis
Lewis Family
Chiropractic
Henniker, NH

The single greatest benefit to working with Summit Computer Services that we **do not have to worry** about our computers which allows us to focus solely on our practice.

They are always reachable and **respond immediately** to any issues we may have, and they successfully correct those issues. They are familiar with our profession, understand and meet our needs and expectations. They work as a team, are professional, knowledgeable, and personable.

The technicians at Summit Computer Services **NEVER make my staff feel stupid** asking questions. Their responses and explanations are always in terms we understand so my staff and I come away with confidence knowing **we are in EXCELLENT hands**. This allows us to be successful!

Skilled, Local, Responsive



Chris Wells
Executive Director
Piscataquog Land
Conservancy
New Boston, NH

Summit Computer Services manages and supports our office computer network, including remote security monitoring of each office computer, plus our website and email hosting.

Our technical **questions and concerns are promptly addressed** by Summit staff. We are a small non-profit organization that needs to stretch every dollar. Their advice on computer and other hardware and software purchases, including **help planning for future equipment expenditures, is incredibly valuable to us**.

I highly recommend them. Thanks Summit!



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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.

However, I cannot extend this offer forever because time and staff limitations simply won't allow it. In order to secure your Free Data Security Analysis for your company, you must respond to this letter by the end of June. Spots ARE limited so act today. I regretfully will have to withdraw this offer and make it available for someone else if you are unable to respond on time.

Call me immediately at (603) 513-1805 to schedule your free service.

Dedicated to your success,
Jeff Jackson, President
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