

Are you backing up your data?

By Dave Peiser

Did you know that 19 out of 20 small businesses that lose their computer data for at least 10 days go out of business soon after?

Did you also know that 2000 laptops are lost or stolen everyday in the USA?

If you run a business or if you store irreplaceable personal data, such as family photos, on a computer, it is critical that you backup this data in case of a catastrophe. And today I will introduce a backup service that makes this task very easy.

My name is Dave Peiser and I have been running an IT consulting firm for 5 years called Peiser Solutions. My focus is on small businesses and it pains me when my clients lose critical data that would have been easily accessible if a backup process was in place. When was the last time you saved your data?

Two stories:

A dentist in Scottsdale, Arizona learned first-hand the dangers of not properly backing up records. After a hard drive crash, he checked his backups and found that his administrative assistant had, for two years, dutifully executed weekly backups...of folder shortcuts. After spending \$8,000 on forensic analysis, he was able to retrieve enough data to stay in business.

A good story – I have a financial planner customer in Carlsbad who called me two weeks ago because his customer folder in MS Outlook had disappeared. He was lucky – just a few weeks prior to that phone call, I had come for a maintenance visit and noticed that his backups had not been running because though a backup was scheduled to run at 10 PM every night, he was shutting off the computer when he left the office. He started leaving the computer on that day, so a backup was available to restore the missing folder.

Backup Methods

So, if I've convinced you that backing up is a good idea, then let's look at the different methods of backing up and devices that can be used.

Method 1 is what I call the ***I'll get to that tomorrow!*** plan. You use a USB Flash drive or writable CD or DVD to back up all your critical data. But how long has it been since you did this? Maybe two months? Have you created any important documents, entered data into QuickBooks or Quicken, or received any important emails in the past two months?

Method 2 is the *I'm on top of it!* plan. You have an automated scheduled backup to an external drive or to tape so you feel like you'll be OK if you have problems. However, have you tested your backups to make sure you can recover data from them? Is it possible you might be surprised like the Arizona dentist?

Also, what if you had a catastrophe and your office or home burned down or was in a flood. If your backups are taken off-site on a regular basis then you'll be OK, but are you regularly doing this?

Method 3 is the method I recommend and I call it the *I'm really on top of it!* plan. This method uses an automated remote backup service to securely back up your data on a regular basis to a secure data center. You know those places with 10 foot thick concrete walls, no windows and you need to enter a password, have a retinal eye scan, voice scan and fingerprint scan to enter. Highly secure. Your data is also copied to another data center at an undisclosed location – just in case.

I consider this the best solution. Why?

Simple – It's automated, so the backup occurs without you having to do anything, plus you receive a confirmation email every time a backup runs.

Secure – Your data is encrypted (scrambled so no one can do anything with it) before it leaves your computer. Your data can only be accessed with a password that only you know. It's stored in a secure data center and it's copied to another data center on the east coast

Reasonably priced – What is the value of your data and your business? For as little as 50 cents per day you can have the piece-of-mind to know you can recover your data and your business will survive in even the worst situation.

Imagine this: An earthquake rumbles through town and the building your office is in collapses. You can set up in a different location and recover all your customer data that is backed up.

Or, fires are coming perilously close to your house and you have to get out immediately – you have to choose between grabbing your child and grabbing your computer. You can rest assured that all your family photos can be recovered, even without the computer.

Is this how you would like to feel? Assured that at least your critical computer data is accessible, so you can move forward in the shadow of catastrophe?

Then please contact me so I can get you started with a remote backup plan.

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