

Believe it or not, hackers and computer viruses don't actually make up the majority of all situations where critical data is lost. They certainly play their role, but according to research done by the Ponemon Institute, 76% of all data loss is directly attributable to hardware or system malfunctions (44%) and human error (32%).

This doesn't mean you don't have to take the other concerns seriously, though. They can cost you far more in lost revenue and damaged reputation, but as they say – the more you know. If you don't have a comprehensive data backup and recovery plan in place, you are playing Russian Roulette with your company.

Secure Data Backup Protects Company Data

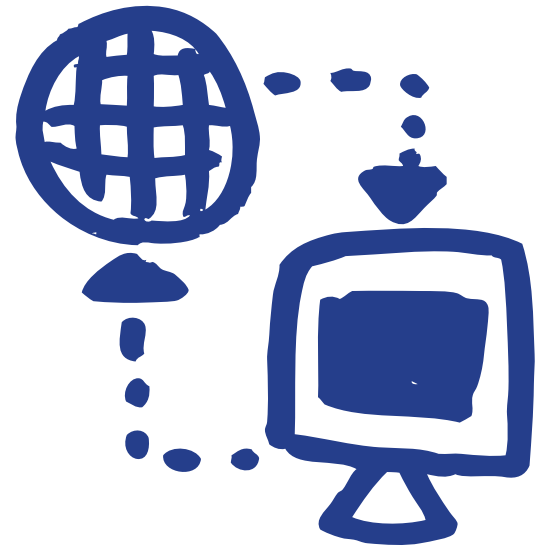
Research brought to light by the Ponemon Institute revealed 55% of small businesses have had a data breach and 53% have experienced multiple breaches.

Those figures are mostly the same for larger companies as well. What a secure data backup plan and service is able to do is utilize strong encryption technologies like 256-AES encryption or 448-bit Blowfish to protect your data.

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Minimize Costly Downtime With Secure Data Backup

It doesn't matter how much data you have to backup, the important thing is that you use a trusted IT partner like Just Call The IT Guy. When an organization utilizes secure data backup and recovery they aren't down for weeks, days, or even hours. Organizations are able to implement their most recent data backup file, which is likely only hours old at most, and begin the data recovery process almost immediately. Critical systems and functions are up-and-running in minutes, right along with critical data vital to business operations.



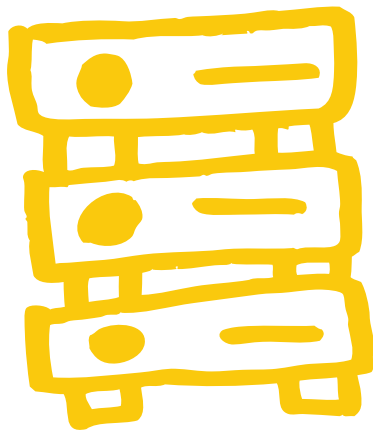
Data Loss Puts Entire Business at Risk

There are plenty of industry studies that highlight the risk potential data loss poses to businesses everywhere. The three statistics that stand out the most are:

- 70% of business professionals have experienced, or will experience, data loss as a result of accidental deletion, hardware failure, viruses, or from a natural disaster such as fire, flooding, and hurricanes.

- Every 5 years, 20% of small to medium-sized businesses will experience a major disaster causing loss of vital data.
- 60% of businesses that suffer data loss will shut their doors within 6 months of the event.

The fact of the matter is, when it comes to data loss, your business is not as safe as you might think. The number



one reason why businesses don't implement a complete Data Backup and Disaster Recovery plan is because they have a false sense of security.

It's that false sense of security that sends unprotected and unprepared businesses spiraling into failure.