

# Do You **Backup** Your Data?

In today's world, technology is a key aspect to all parts of your business. From accounting and management to day-to-day communication, more and more parts of your business are performed solely on computers. Companies must take advantage of today's technology to stay competitive. Email is the preferred method of communication and computers are integral for executing transactions and storing valuable data. With the importance of computers and technology, it is critical that every organization has a complete solution to deal with the threat of data loss.

**70% of businesses that suffer a serious data loss are **out of business** in two years.**

In the past, companies have backed up their data using magnetic tapes which were then typically stored off-site. While a usable method for incrementally backing up data off-site, this process is tedious and time-consuming. For small businesses without a dedicated IT staff, maintaining an up-to-date tape library can be easily overlooked and can result in permanent data loss.

Small to medium businesses can suffer severe repercussions if their critical data is not securely backed up at an off-site location. A fire, power surge, hardware failure, or even basic operator error can wipe out years of data. According to IDC (a leading market research firm), less than 40% of all small to medium-sized businesses properly and regularly backup their data. These businesses cannot afford to lose time attempting to rebuild their lost, vital information.

In order to prevent such a situation from happening, it is imperative that an off-site storage system be used, providing secure copies of all data. Off-site backup devices ensure that if physical disaster (fire,

flood, theft, etc.) were to strike your data center and/or office, all lost information can be retrieved from the off-site location. Most off-site backup options use the Internet to transfer data back to the business location. It can take weeks, or even months, to download all of a company's data from the web. With Datto backup solutions, a new device can be overnight shipped to your location with all of your otherwise-lost data. This allows businesses to recover multiple terabytes of information in 24 hours, which would be nearly impossible through Internet transfer.

To quickly recover from hardware failures, viruses, or accidental deletion, it is important to have an on-site backup in addition to the off-site copy. This backup allows businesses to quickly recover from data loss due to common causes. When creating a business continuity plan, it's important to take both on-site and off-site backup into consideration.

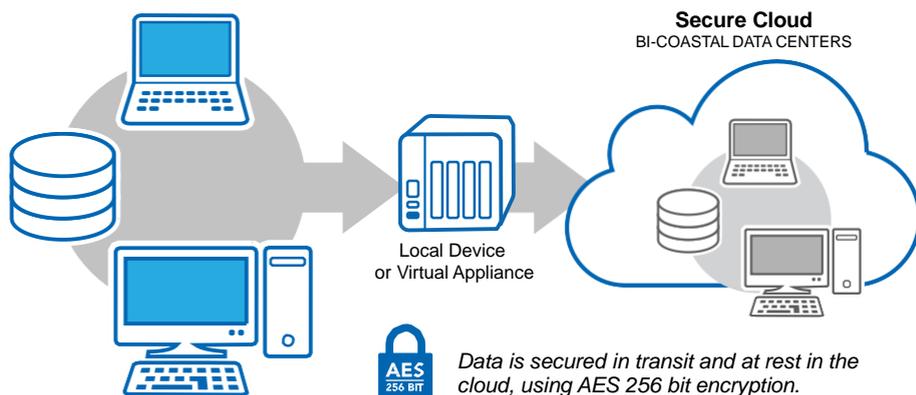
When it comes to keeping your information backed up, Datto offers an affordable and easy total solution. Datto provides a simple, secure, and automatic method for both on-site and off-site data storage in one simple and easy to use device. Each Datto solution is a specifically designed Network Attached Storage (NAS) device operating as a secure location to backup files. The device creates an encrypted copy of all files stored at the on-site location at dual secure data centers located on the east and west US coasts. In the event of accidental deletion, files can quickly be restored to the device. If the Datto device is ever damaged or destroyed, a new device with all data and settings from the original unit is overnight shipped to your location, providing rapid recovery.

Datto backup solutions ensure your vital information is always safe and secure, making the once painful chore of on and off-site data backup easy and reliable.

## Steps to Disaster Recovery, from Backup to Business Continuity

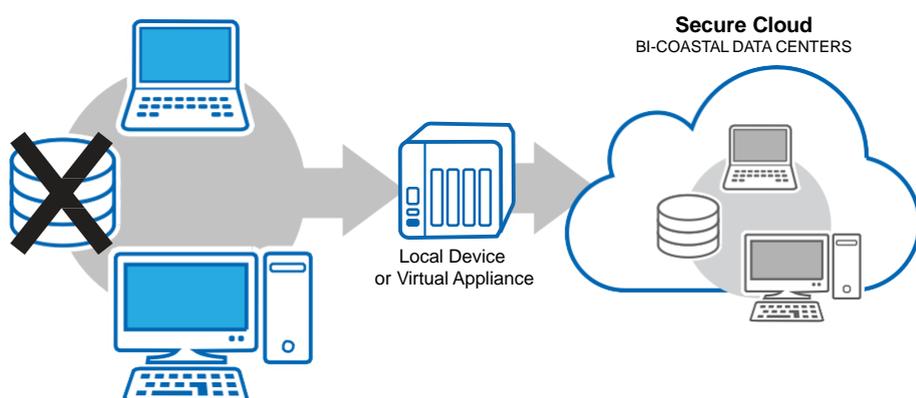
### 1 SYSTEM "AT REST"

1. Data is saved to the local device and replicated to the secure cloud, based on the client's backup schedule.
2. Image-based backup technology ensures that a "picture" of the user's entire system is taken, so that all files, applications, emails, etc. are recoverable.
3. Users can receive email confirmation with a "snapshot" to confirm a valid backup was taken.



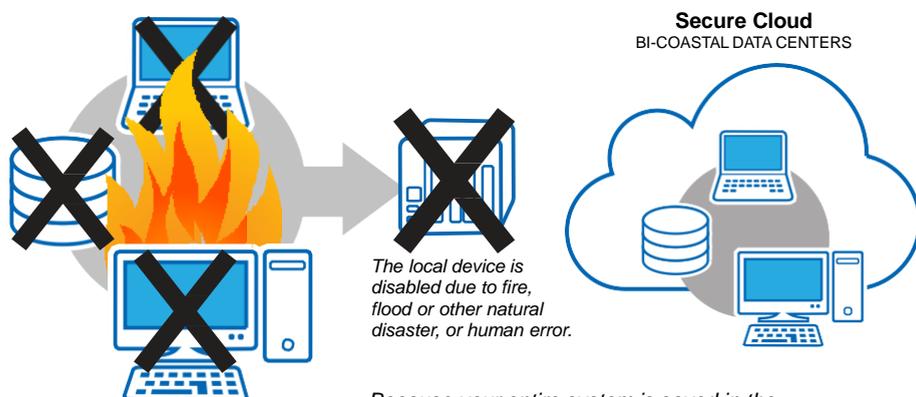
### 2 SYSTEM FAILURE

1. Server crashes, for example. An alert is issued.
2. The user's entire system can be instantly virtualized on the local device in seconds.
3. Users can run their entire system off of the local device until the production server is restored.



### 3 ON-SITE DISASTER COMPROMISES LOCAL DEVICE

1. Should a flood, fire or other catastrophe destroy on-site IT infrastructure, the user's entire system can be instantly virtualized to the secure cloud.
2. Users can run their entire network from the secure cloud for as long as necessary, until local systems and the device are restored.



*Because your entire system is saved in the cloud, all of your data can be quickly restored, so you can resume business with as little downtime as possible—what we call Intelligent Business Continuity!*

#### BOTTOM LINE

- No data loss
- Costly downtime avoided
- Business continuity ensured