

# 5 REASONS WHY TO BACKUP DATA

01

## Simple Recovery

- people make mistakes often
- emails containing viruses are accidentally opened, files accidentally deleted
- no reason to fear if frequently take snapshots of systems
- restore to snapshot taken before the virus, recover the file from before deletion

02

## Audits, Taxes, Archives

- most businesses required to keep records for period of time (ex, taxes, regulations)
- insure that have offsite backup of critical client info in case something goes wrong
- government doesn't care if there's a data disaster at your business. To them, means you aren't compliant and can fine you

03

## Competitive Advantage

- in event of disaster, the first business up and running again will take all the business of those that aren't back on their feet yet

04

## Deadly Downtime

- in 2007, 43% of businesses that suffered major data loss shut down their business
- major data loss can result from humans - silly mistakes and oversights - as well as mother nature
- backup and disaster recovery help to mitigate these risks

05

## Doing Work Twice

- if have minor failure and don't have backups, may be able to recover certain things, but never know what those might be
- lots of work to redo. this could be setting systems up all over again or recreating spreadsheets you've been using for months or even having to redo everything you've ever done