



6 OF THE MOST OBVIOUS REASONS YOUR BUSINESS NEEDS TO BACKUP DATA

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Do a simple Google of how many SMBs don't backup their data, and the results may frighten you. Or not... depending on what side of those statistics you're on.

"More than a third (36 per cent) [of businesses] don't backup their data at all." - ITProPortal

"36 percent of enterprises backup their data fully, which is great, but is offset by the 36 percent of those who do no backups at all." - Solutions Review

But seriously speaking, it's unsettling. If you're running a business and you don't have the good sense to backup your data (and then test those

backups on a regular basis), you're basically running your business on luck. If you're not a lucky person, then how long do you think that business of yours is going to last?

However, if you are on the wrong side of those statistics, then you may not believe any of this right now. You may think that going backup-less is a non-issue. At the same time, though, you are reading this, which means there has to be some part of you that understands the risk.

So, why don't we take this opportunity to maximize that small part of you that understands the risk by a million percent.

Here it goes.

THE GOVERNMENT IS YOUR FRIEND... UNTIL IT ISN'T.

There's this little thing called 'the government.' And whether it cares about your data or not, it definitely cares if it's backed up. Fail to backup your data properly, and you will suffer the government-inspired consequences.

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Mostly, this comes in the form of fines. Money. Money. Money. Receive enough of these fines, and it could very well be the death of your business.

In 2008, [Kaiser Permanente was fined \\$200,000 because a former employee](#) posted sensitive data on a personal blog.



In 2015, AT&T was slapped with a \$25 million fine for a 2014 data breach.

In 2006, [ChoicePoint Inc. was required to pay \\$15 million because of lax data protection](#) procedures that resulted in stolen consumer information.

GET READY FOR AN UNPLEASANT AVALANCHE OF CUSTOMER COMPLAINTS.

How embarrassing would it be for you to call up each and every one of your clients and ask for their mailing address again? Maybe it wouldn't be that embarrassing... that is, until they ask you why and then you have to explain to them that you lost all their information. And how much more difficult would this be if you didn't have their phone numbers? Pretty darn difficult, right? Or their last names? Oh, boy, that'd be embarrassing.

Well, this is the sort of thing that happens when you lose data permanently. You sometimes have to start from scratch with your clients. Imagine if this data loss affected new orders or upcoming appointments... at this point, it's not embarrassing for you; it's annoying and stressful to your clients. This is when you start losing clients, and don't think for one second that they aren't going to tell anyone and everyone who has an ear why they no longer do business with you.

Data loss affects your reputation. This negative impact can travel outside current clients to affect potential ones, and ultimately, this will severely damage your future. Without proper backups, there might be no feasible way to avoid this type of situation.

"The most detrimental cost to a company affected by a data breach is the potential loss of customers, revenue and share value, not to mention the embarrassment and public relations nightmare associated with such an incident."

- Robinson & Cole



OH, THAT'S FUNNY... YOU THOUGHT YOUR EMPLOYEES HAD YOUR BACK?

Imagine how difficult life becomes for your employees once data loss rains down to torture your business. They're the ones who will have to make those awkward calls to partners; they're the ones who will have to miss deadlines and upset clients, and they're the ones who will have to start from scratch on projects and tasks. Data loss is stressful and does nothing but break down employee morale.

However, if your data is backed up properly, situations like these wouldn't be so dramatic. Most backup solutions are able to recover lost data within 15 minutes of an incident... which means you'd never lose more than 15 minutes of work... which also means there will be no starting from scratch on anything. And, if you're partnered with a reliable IT provider, then you can pretty much guarantee that they'll have your data restored quickly and with little hassle on your end. And just like that, we've proven the existence of magic.

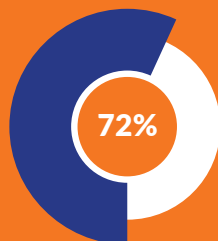


YOU GOT ALL THE TIME IN THE WORLD, UNTIL IT'S GONE.

Let's face it. Eight hours is a lot of time, and if you experience real, uninterrupted productivity during those eight hours, you can accomplish quite a bit. And most people typically do. Sure, there are those hours spent chatting it up by the watercooler, sifting through hundreds of emails, and staring off into the abyss that is your computer monitor, but you still manage to get stuff done in-between all of that.

However... throw a little data loss into that mix and things will quickly go from "too many hours in one workday" to "holy mother of business professionals, where did the workday go?!" Permanent data loss will most definitely result in overtime, missed deadlines, and weekend workdays. You can bet on that.

72% of SMBs say technology solutions help them improve business outcomes.



YOUR DATA IS ON PAR WITH THE MONA LISA.

You may not think there's anything special about your data. But if it ever leaves you, you'll suddenly hold it in a different regard. Retrieving your lost data will become your highest priority, your only thought, and the thing you want most in life.

Sad, isn't it? At one point, you dreamed about climbing mountains and shooting for the stars and now all you dream about is your data.

You might think this is taking things a bit too far, but it's not. Certain data is simply not replaceable. You can't rebuild it; you can't start over, and you can't ever have that exact thought process again. It'd be like dropping the Mona Lisa inside Mt. Vesuvius. You aren't getting that back, and since the original artist is dead, good luck starting from scratch.

32% of businesses reported missing out on opportunities because of data loss.
- Wall Street Journal



IT'S CUTE THAT YOU THINK A DATA DISASTER REQUIRES MOTHER NATURE.

Many SMBs love to think they're business is immune to data loss. There are no tornadoes here. We would never have a fire.

It's cool you think that, but in the real world, a natural disaster isn't the only reason your data will walk out the door and never look back. In fact, data loss is far more common than natural disasters.

Power outages, hardware failures, lost devices, software glitches, viruses, angry employees, accident-prone employees, punk teenagers sitting in basements halfway across the world - all "everyday" occurrences of data loss. Think your business can avoid those situations forever? Probably not.

Data Loss:

44% Hardware or System Malfunctions

32% Human Error

14% Software Corruptions

7% Computer Viruses

3% Natural Disasters

AVOID DATA LOSS WITH NETRIX IT.

If you're thinking now might be the time to protect your data, we'd like to help. With decades of combined IT experience, we can provide your business with a high-quality, long-lasting solution to data protection. We can keep your data backed up, recoverable, and protected at all hours of the day.

[Give us a call today to learn more.](#)



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