



- Every company in business **creates** Data
- Every company in business **moves** Data
- Every company in business **stores** Data
- NOT every company **protects** Data
- NOT every company **backs up** Data
- NOT every company has a **plan to restore** their Data



Things to Know

93% of companies that lose their data for 10 days or more filed for bankruptcy within one year of the disaster, and 50% filed for bankruptcy **immediately**. (Source: National Archives & Records Administration in Washington.)

In the 1993 World Trade Center bombing, 150 businesses out of the 350 affected failed to survive the event. Conversely, the firms affected by the Sept 11 attacks with well-developed and tested business continuity plans were back in business within days. (Howe School of Technology Management)

Key Points


- ✓ Backup and Disaster Recovery is the best insurance policy for any business
 - ✓ NewCloud Networks makes BDR affordable and easy to use
 - ✓ Disk to Disk to Disk backup is now the industry standard
- ✓ Offer your customers a solution that will save their business in any disaster scenario

Discovery Questions

1. Do you have a **data recovery plan** in the event your server fails?
2. What is your **downtime cost** in the event your server fails or you experience data loss?
3. Could your business **recover** if you *lost all of the data* on your server?
4. If you do backup your data, **how long would it take you to get back** online as a business if your server crashed?
5. How **often** do you backup your data? (if at all)
6. Have you ever had to restore from tape? How long did it take?
7. Do your employees feel secure that your business would survive a disaster?


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