



Backup Everything

The secrets to ensuring your business is secure, mobile and productive with its data

Executive Summary

The Backup Everything business is agile.

It thrives on change and the art of moving fast. It's competitive because it's found new ways to stay adaptive to change. Backup Everything today has as much to do with embracing new cloud-based Internet services to take on new customers and projects beyond the conventional boundaries of time and geography. The business doesn't settle, especially when it comes to the processes and tools it uses to leverage its corporate data, which give it more advanced capabilities to protect, access and share information.

1 Long Live the Business

- How cloud based technologies are changing the way we do business today

2 Data is Power

- The most important asset in your business
- Pitfalls of traditional methods of protecting data

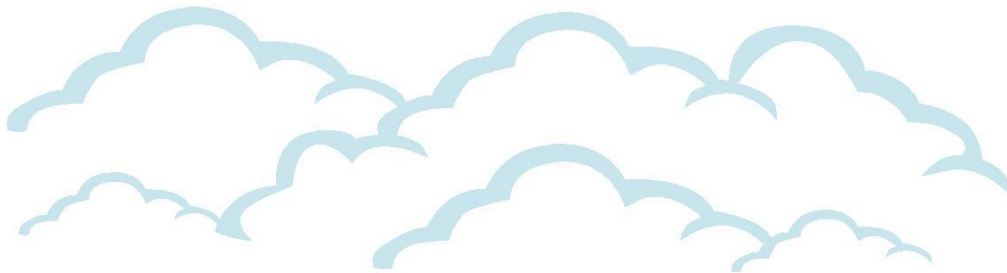
3 Moving Beyond Backup

- How today's businesses are moving beyond backup and getting more active with their data

4 Get Backup Everything

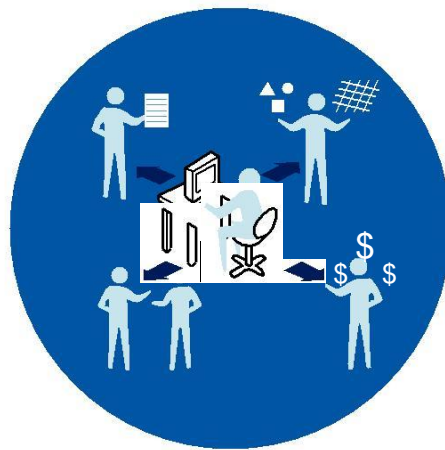
- How your organization can best leverage your data assets

Backup Everything



Data Intensive

The business runs on data, ... multiple types and sources. The business can't afford to jeopardize or lose its critical data.



Productivity Focused

The business efficiently shares and collaborates, making important information accessible among colleagues as well as from external partners.



Highly Mobile

The business runs Without boundaries. It requires secure remote access to files and resources online from any location across multiple devices.

1 - LONG LIVE THE BUSINESS

It's becoming abundantly clear that despite the recent economic cycle, the progress technology has made in our lives has marched on undeterred.

All this growth is fuelling a digital renaissance that is bringing about profound changes in business. More than ever, we're creating digital assets that are being saved to our computers and corporate servers and we're sharing more, thanks in large part to the email systems that we're using to send documents and data to work colleagues and our extended networks across the globe. Massive shifts in technology performance and pricing are lowering the barriers to publishing and changing the way we interact and share information — both in our personal lives as well as business. What's also clear with this shift to a more open, networked world is that the competitive advantages are tilting more towards small-mid-sized businesses (SMB's). As more and more organizations move to the Internet as a platform for new services, they are essentially finding ways to get lots of "jobs" done — better, faster, cheaper.

With this newfound online empowerment, there has never been a better time to be a small-mid sized business. What we are witnessing today is the emergence of a new generation of SMB's that are embracing the competitive power of technology that was up to this point attainable only for the largest organizations.

Through new technologies and best practices this new generation of SMB's are enjoying a more dynamic, more active relationship with their corporate data. In essence they are working with their data assets in a way that gives them added security, productivity and mobility for a competitive edge.

2 – DATA IS POWER

One of the most important factors of success in business today is how an organization handles its data. It's your most important asset.

Once upon a time, your entire business might have fit on a single PC, but chances are, that isn't the case today. As your business grows, the amount of information you store grows quickly, especially if you are running database-intensive applications such as large financial spreadsheets, customer lists, patient records, CAD files or inventory systems. You might also need to secure large media files such as photos, videos and presentations.

The threats to data are countless: From fires and natural disasters, water damage and theft of equipment, to burned out hard drives. These are just a few of the lurking dangers. Certainly, backup hard drives offer a good first line of defence but they often sit right next to the server and face the same risks from the unexpected. So where do you put all those files so they are secure? Think about it: What would happen to your business if you suddenly lost all your files? Would your business even be able to survive? Your business information is one of your business's most valuable assets — you could even say your information IS your business.

Of companies that had a major loss of business data, 43% never reopen, 51% close within two years, and only 6% will survive long-term.

As a small business manager, your world revolves around these important files. As your business moves desktop computers, laptops, servers, and mobile devices around, your business information and data files are continually moving around a host of networks. This all adds up to a need for better solutions to secure and manage your data so that it is easy to organize and access across the organization. What we're witnessing today is a profound need for new services that can flexibly support and scale with all of this activity across people, devices and locations — activities that are increasingly becoming mobile and spread out across the globe.



Managing the valuable data that resides across a broad array of devices and drives has become more challenging than ever. What millions of business people are now recognizing is that the traditional systems they are using to protect, access and share their digital files are just not suited to the way they need to conduct business today. As this digital world gets larger and more complex, many small businesses will face these realities:

Sooner or later all hard drives and devices fail. Every business needs a data backup and recovery plan. New technologies that provide the ability to securely backup and recover critical digital assets are now proving essential to protecting businesses of all sizes. Most industry stats show that almost half (45%) of computer users experience a data loss from computer theft, failure or disaster. For most SMB users, it's not a question of "if" but "when"!

Increased business travel and growth in mobile technologies are driving the need for "always there" data. Small businesses need to have access to their digital assets wherever business takes them. The strong growth in mobile technologies is underscoring this trend as smartphones, netbooks and other portable communications devices are adopted by small business. Millions of small businesses are turning to economical cloud-based technologies that allow

them to securely access and work with their data remotely over the network, from any location and computer. Up to now, many small businesses were faced with the prospect of bearing the added expense of a Virtual Private Network (VPN) to access data when it resides on another computer at home or the office.

The growing power of business networks is driving a need to get information moving more efficiently between colleagues, suppliers and partners. To stay competitive, small businesses want the same capabilities to access and share important business information in real-time, as larger enterprises enjoy today. New cloud-based solutions that enable authorized individuals to securely access and share stored files online are yielding huge productivity gains as key information that was once stranded on individual hard drives and servers becomes more accessible to colleagues as well as external partners.

Online Backup by Backup Everything - Secrets

3 – MOVING BEYOND BACKUP

The Backup Everything business has an edge in three key areas with respect to data: Protection, productivity and mobility.

It is about having the power to continuously backup, restore, access, and share information online from any location. In a sense, it's like "activating" your digital assets. Internet-based systems have significantly evolved to enable this more active, engaged relationship that the business needs to have with their data.

These organizations are more efficiently sharing and collaborating through improved access to information using advanced online "cloud-based" solutions. Solutions that set a new standard by providing SMBs with the same level of service and protection those large enterprises enjoy for their irreplaceable digital assets.

For instance, many businesses have moved beyond time-consuming methods such as tape drives to secure their business-critical information. Backups have also moved beyond the simplistic concept of just "set it and forget it." And above all, it's now well understood that the surest way to protect against data-threatening incidents while maximizing the mobility and productivity of your people is simple: you must save your data off-site with an online backup and remote access solution.

There are several advantages to using online data backup, recovery and remote access solutions. These include:

Efficiency and reliability

Online providers utilize state-of-the-art technology, such as disk-based backup, compression, encryption, data de-duplication, server and storage virtualization, power backup generators, application-specific protection, and more in SAS 70-certified data centers.

No Upfront Capital Spend

Providers use a pay-as-you-go subscription model which significantly reduces the IT procurement and provisioning headaches.

Constant Monitoring/Reporting

In addition to security, many providers offer 24/7 monitoring, management, and reporting.

No Upgrades

There is no need to worry about upgrades, migrations or technology obsolescence; service providers look after the infrastructure.

Better Provisioning for Growth

The online model also provides more predictable management of capacity growth and operational costs.

Improved Recovery Time

This is especially true for small sets of files. For a recovery from tape, an operator would need to recall the tape, load it, locate the data and recover the data. Conversely, file recovery from online storage is faster; it doesn't require physical transport from the offsite location, tape handling or seek time. Files to be recovered are located and streamed over the WAN connection, saving time and eliminating the need for a local and time-consuming tape infrastructure.

Accessibility

Online backup may be attractive to organizations that cannot afford the investment and maintenance of a disaster recovery infrastructure — or for those who can, but recognize the greater efficiency and cost savings to be gained by outsourcing. Offsite data copies — accessible from any Internet-connected device or location — provide an added measure of insurance in the event of a more wide-ranging disaster in a geographic region.

“There is a growing, universal need for secure, flexible cloud-based backup solutions designed specifically for small business environments. Many SMBs are gravitating toward storage-as-a-service to leverage the ease and cost savings, and today the cloud is useful for more than just storage.”

— *Brad Nisbet, Program Manager for IDC Storage & Data Management Services*



4 – GET BACKUP EVERYTHING

No matter what role you have within an organization — be it office manager, engineer, salesperson, consultant, marketer, or business owner — having access to your computer files is an essential element of doing business in today's digital world. It's all about having an active and dynamic relationship with your organization's digital assets.

Backup Everything delivers powerful online solutions that are simple to use, affordable, secure and accessible no matter where your business takes you. It has been designed specially to meet the needs of small-mid sized organizations in three key areas:

Online Data Backup

The service enables users to easily backup, restore, access, and share online digital assets using either a Windows™ PC or Mac™ client. Unlike other online backup services, its patented Continuous Backup™ technology immediately detects, encrypts and automatically saves incremental changes – even with open files such as Outlook and with always-on servers. Backups resume when the user's system is idle so there is no performance impact and they get peace of mind knowing that the data is always safe in the high security data centre.

Fast Recovery

Users can immediately restore lost files or folders with just a few mouse clicks. With Backup Everything it's easy to recover multiple files, versions, folders and/or systems through the Backup Everything Web portal.

Remote Access & Sharing

Backup Everything lets you securely access your data from anywhere. Not only can you easily access and safely share your stored files but when you need access to applications, files and devices on our PC, you can work with them from another PC anytime and anywhere there is an Internet connection. It's also ideal for service providers and IT support professionals that need to access a user's desktop without the complication of a Virtual Private Network (VPN) or taking the time to go onsite.

5 – CONCLUSION

Whether you're constructing a new building, running a medical office or sharing financial data with your accountant, a great deal of your success depends on the digital tools that help you secure, access and share your computer files across your organization.

It's about having simple, secure and timely access to your non-stop digital world. As awareness of the importance of online backup and remote access solutions has grown, so have the choices and complexity. Therefore it's important that organizations take some time to assess their data storage and security needs so they can make smart choices about storage capacity, file sharing, data protection, and disaster recovery. Getting all of these elements organized and working together, will not only provide more peace of mind, but will also give your organization the capabilities to be more competitive.

For more information go to www.backupeverything.co.uk