

DETERMINE THE DEPENDABILITY OF YOUR DATA BACKUP SYSTEM AT **ZERO COST**

Although we usually design systems for the future, we would like to offer you a glimpse into the way things worked with your current data backup system. We will provide you with a report on how effectively the system could be restored for your business in the event of a disaster. It would be possible at all.

Because we know finding the right IT provider is often frustrating, we're offering this service to your business along with a number of free, selected other services that we would like to work with you that you can try out at no risk to yourself. Rest assured that we have an alternate method in extending this offer to you. We guarantee you will not find any aggressive salespeople when you contact us.

Our company is founded on the principle of providing high-quality customer service, and I have a personal dislike for such tactics. If a problem is found with your current system during your free audit, we will explain the issue in simple easy-to-understand English, rather than tech speak. We will offer advice and recommendations towards resolving this, but we will not pressure you to continue to use our services.

Your business can only benefit from our free data backup system audit. Complete the short form at <https://www.neolore.com/bdr> so let us know you would like to use our services. You can also reach out to us by phone at 613-594-9199 or by e-mail at info@neolore.com.

With appreciation,

Don Backhouse, President & CEO
Neolore Networks Inc.
Web: www.neolore.com
E-mail: don@neolore.com
Direct: 613-594-9199

PS: Even if you do not wish to use your free audit offer, you may like more information regarding properly backing up your data. If this is the case, you may be interested in downloading our no-cost report, "12 Little Known Facts Every Business Owner Must Know About Data Backups, Security and Disaster Recovery." You may download your copy at <https://www.neolore.com/the-staff-report-12-little-known-facts/>

Data Backup, Disaster Recovery, and Business Continuity: What Do They Mean?

Data backup, disaster recovery, and business continuity are 3 terms that you may have heard tossed around by IT technicians. You may have disregarded them as industry jargon or at best been confused by their meanings, much like other business owners. It is often the case that "data backup" and "disaster recovery" go hand in hand to mean the same thing, which can prove a costly mistake for some business owners in the event of a server crash or destruction of technical equipment. "Business continuity" is another unfamiliar term to most of the clients we work with. Clarification of these terms is crucial to understanding how to secure your backup data here and ensure efficient restoration of your files in case of emergency.

Data backup refers to replication of data copied to a device or site other than the original. Examples of this include office backups, USB drives, tape drives, etc. While having data backup is critical, having a plan that ensures smooth disaster recovery is equally as important.

Disaster recovery refers to your system's ability to recover its critical data files as well as ensure complete usability. For instance, suppose you have only a backup of data. In the event of a total server loss, the entire system would require replacement, the network would be reinstalled, the network and performance budgeted before it would be up and running. In fact, the disaster recovery process would prove costly and lengthy.

Business continuity can be defined as a company's ability to continue operating in the event of disaster. Imagine an unfortunate scenario occurred that resulted in your business having down. If that scenario was primarily caused by a data backup, could it really be a disaster? Not if you have a solid office and your system can be restored to business operations of your business could improve your overall business without the backup.

All three of these terms are involved in the protection of your business' essential data. In order to ensure business continuity in case of an emergency without disturbing your data backup needs to be secure, and your disaster recovery plan needs to be well-developed as you don't know when.

THE TECHLORE EVENING POST

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Three Cents

LOCAL BUSINESS LOSES CRITICAL DATA FOREVER!

Server crash causes years of important data to irretrievably vanish due to company's lack of solid backups, secure offsite storage, and disaster recovery plan.



The Neolore customer Matthew Green says he'll be buying another vintage car to replace the one that was destroyed.

DON'T LET THIS HAPPEN TO YOUR BUSINESS!

As a business owner, you have a lot on your plate. You desire to be able to not **irretrievably** afford that your business' **essential** files and data are safe. This means being confident in the knowledge that all of your data is being properly backed up and that there is a specific plan in place to ensure the smooth recovery of all files after an unfortunate disaster occurs.

However, for most business owners, and perhaps yourself included, the most common five business owners regularly fail to realize are that their backup system is working and most have no idea how they would restore or recover their data in an emergency.

To complicate matters further, business owners seldom keep track of software licenses needed for restoration of a computer system, making the restoration of backup data much more difficult than it should be. Overall, the majority of business owners do not understand disaster when it comes to ensuring proper data backup and recovery for their company's IT network information.

If you find yourself in this situation, please continue reading. In a few moments, I will inform you about 3 essential must-have components you

must implement in your IT system to protect irreplaceable data files in case of a disastrous technical event.

We invite Don Backhouse, President, and CEO of Neolore Networks Inc., the business specialty firm in providing top tier technical support for small to mid-sized businesses. He will share with us how to ensure that our customers' IT systems and equipment always run smoothly, without any issues.

Unfortunately, we have found that a large percentage of the businesses we work with

are still able to hope that their system will be possible in the event of disaster, rather than having had security in their backup system. In fact, under 10% of small to mid-sized company owners have an effective disaster recovery plan. It checks on their files to the best of our most business owners out there.

This realization led to the development of our personal goal to provide education on properly backing up data (including the use of office equipment) and having a solid disaster recovery plan for business owners in Ottawa.

3 ESSENTIAL MUST-HAVES TO ENSURE YOUR IT SYSTEM'S SECURITY

MUST-HAVE #1: ENCRYPTED BACKUP SYSTEM OFFSITE

Having a completely secure backup of your system's data is crucial to protect your important files. While in cases such as a server crash or hacker attack, onsite data storage may prove sufficient for restoration of files, onsite backups are not enough themselves to ensure complete security of your data. For instance, in the event of a natural disaster such as a flood or fire, an onsite backup system will be rendered useless.

Keeping your data backup copy on an unencrypted device such as a portable hard drive is never recommended. It is every

company's nightmare to have their client's private data leaked to potential hackers or identity thieves. Not only can this be detrimental to clients' lives, but it can ruin a business' reputation. Encryption of this information is necessary to ensure your company's data does not come into contact with anyone having malicious intent.

MUST-HAVE #2: EFFICIENT PLAN FOR DISASTER RECOVERY

Data backup is not synonymous with a disaster recovery plan. Even if you do correctly back up your company's data, the process of data recovery can still be tedious and time-consuming. While having a secure, complete backup copy of the entirety of your business' files is crucial, having a plan for

how to restore your data in the event of a disaster efficiently is just as important.

MUST-HAVE #3: REGULAR TESTS OF BACKUP SYSTEM

Suppose your IT technician has implemented a secure backup system for your business' essential data. How do you know without a doubt that it is doing its job? Regular tests (performed once a month or more) of your system are 100% needed to ensure files are being properly backed up. It should be a red flag to you if your usual technician does not regularly test your backup system, as there is no way of confirming its performance without tests.

NEOLORE

Trust your business into the future with Neolore's specialized Backup and Data Recovery Service.

BOOK AN APPOINTMENT WITH THE FUTURE, TODAY!

IS THIS YOUR BACKUP SOLUTION?

Don't worry. We can fix it.

We hope you enjoy this look into yesteryear and what things were like before there were computers. If you're not prepared for a data loss, when it happens (and it will happen) you may actually find yourself back in the 1930s and not just visiting! Call us today. We can help.

www.neolore.com/bdr
613-594-9199

WANTED!
ROCK SOLID
DATA PROTECTION
TO GIVE YOU
PEACE OF
MIND
NEOLORE.COM/BDR



"OH GEORGE,
THANK HEAVENS
YOU
BACKED-UP
OUR DATA!"

Lucky for Sally, they didn't lose any data when she accidentally spilled her martini on the server thanks to Neolore's specialized redundant backup solution!



The State of Cloud Backup

Data availability is vital to avoid expensive downtime and maintain business continuity. More and more companies are turning to cloud-based backup solutions.

"SMALL & MEDIUM-SIZED BUSINESSES SPEND AN AVERAGE OF **\$1700 PER YEAR ON BACKUP AND RECOVERY...**"

"...BUT THE AVERAGE COST OF DOWNTIME IS **\$150,000 PER HOUR!**"

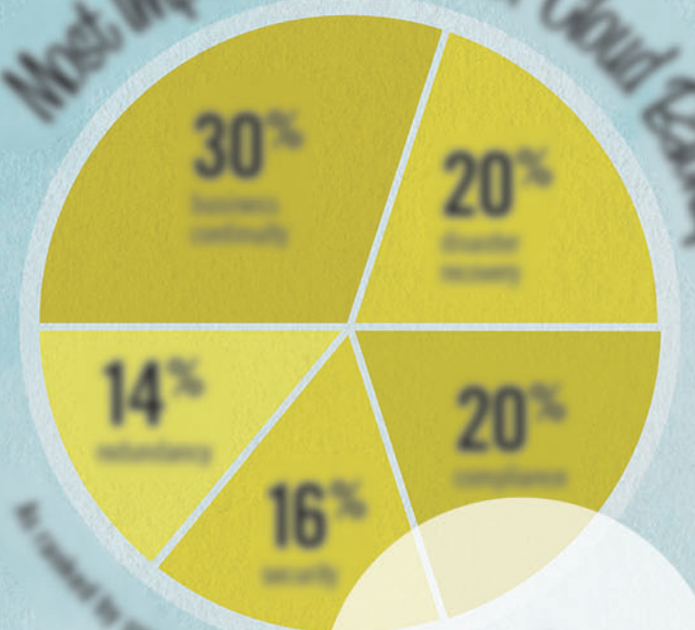
"THERE'S **3 TIMES MORE INTEREST IN HYBRID CLOUD BACKUP THAN PUBLIC CLOUD BACKUP!**"
(BOTH ON-SITE AND OFF-SITE)

Here's HOW it WORKS!

- 1 Collect your data.
- 2 Compress it.
- 3 Encrypt it.
- 4 Transfer it to the cloud.



Most Important Uses for Cloud Backup



Vital Cloud Backup Statistics

From Sys Admins, CTOs and Business Owners

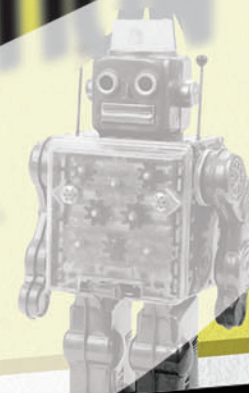
- 86% Expect return time < 1 day
- 86% Backup critical data within 2 hours
- 74% Need to recover every six months
- 72% Use virtualization in their backup of DC workloads
- 66% Use on-premise or virtual backup instead of cloud
- 52% Backup critical servers at least weekly
- 37% Do not encrypt backup data
- 20% Need to recover data at least weekly
- 18% Use filters specific to backup software



90%
with
Deduplication

AUTOMATION

Tools allow scheduling and full restore of a file, exchange & SQL Data



Call Neolore today to setup your off-site backup in the cloud!
www.Neolore.com/bdr

613 594 9199

