

Importance of Online Backup

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Data. Most people think it is a term relegated to the kingdom of geeks.

However, in today's world your data is your life. Chances are every piece of data you might ever rely upon to make an important decision has been reduced to a digital format and resides somewhere on your computer's hard drive. Improved functionality and productivity are the benefits. However, on the flipside one wrong click, one nasty virus, one untimely power surge or unhappy employee and that data is gone forever!

Data loss can cost your company uncountable hours in lost productivity and revenue. In addition to the direct loss of a potentially unlimited amount of data (and the payroll hours that it took to generate that data) your company's business and potential to generate revenue can also be crippled by even the most minimal of data-destroying meltdowns.

Imagine the loss of productivity that would occur if your accounting department suffered the loss of all of their files. In fact, 20 megabytes of accounting data takes 21 days and costs \$19,000 to reproduce. Among companies who lose data in a disaster, 50% never re-open and 90% are out of business within two years!

Payroll files, tax data, and budgetary datasheets are just a handful of the hundreds of types of data that are generated by a modern day accounting department. Most companies employ entire departments of professionals just to take care of this fundamental chore that is so integral to the success of any company no matter what the size or earnings bracket. Now imagine one months work for this department vanishing in the blink of an eye. Now imagine six months work pulling the same vanishing act. It's enough to make even the most thick-skinned CFO cringe at the thought of it.

Now imagine there is a way to minimize or even eradicate this potentially enterprise threatening series of unfortunate events. Actually, you don't have to imagine it, because it already exists right now. It's called an online backup solution and it's the key to the success of any company that relies even moderately on information technology.

If your company generates even the most modest amount of computer data on a regular basis your IT department should certainly consider employing the use of an online backup partner. Having access to your data at all times can mean the difference between an absolute failure and a resounding success in the business world. Your company is only as secure as the data it generates, so if your company depends on access to its information under any circumstances, an online backup solution will play a key role in ensuring that access.

There is no substitute for the protection secure backup storage can provide every business, from tiny startups to the multinational enterprise, secure online backups are making sure today's business is prepared for anything that happens tomorrow and beyond.

“Your DATA is your LIFE! Protect it!”

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