

WANTED: BUSINESS OWNERS STILL BACKING UP DATA TO TAPE



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Tape-based backup systems are a 50 year old technology that have a 100% failure rate, meaning eventually your company data is at risk due to faulty, incomplete backup tapes. Throw in the tedious manual task of swapping out tapes daily and securing them offsite, and you can understand why this method is wrought with error and prone to data disasters.

Fortunately, the ever-evolving technology world provides us with a new alternative for complete business continuity. Business owners...think peace of mind!

Cloud backup with automated failover is quickly replacing the more traditional methods, as this added level of security in your backup and disaster recovery process can be achieved for little to no additional cost. A fully automated cloud backup and recovery plan eliminates old tapes and minimizes the chance of human error, minimizing the risk to your business!

Roughly 70% of businesses are still using tape backup today for mission critical company information. Typically this means that any full data recovery effort will take hours to fully restore a system to its pre-crash condition and this is only *after* any failed hardware components have been procured and installed, which could amount to a day or two of downtime. Top of the line cloud backup solutions maintain a local, near real-time copy of live server data, providing the ability to bring a copy of a crashed server online **in as little as 10 minutes**.

A recent study conducted by British ISP Easynet Connect shows that the cloud computing adoption rate is increasing among small businesses and at the same time, the need for cloud backup is growing rapidly. A cloud backup system with automated failover will instantly virtualize your company information in the event of a server crash or disaster and store it in a secure location. You can rest assured with this complete system knowing that your data is backed up both locally and offsite to ensure continuous availability.

Are you concerned that a system like this would be too complex or costly to implement for your business? The short answer is, "It's not." Think of all the time and productivity you'll save by eliminating manual tasks of swapping back up tapes, or from reconstructing data lost due to a disaster, and you'll see the benefits outweigh the costs greatly. At SSE, we can help you identify the proper backup solution for your business and assist in your transition to take advantage of new automated solutions. Why flirt with disaster when you could have peace of mind with fully automated cloud backup?

We can perform a health check on the current state of your data backups to identify any vulnerabilities and customize a backup solution to fit your business needs. Call 314-439-4700 or email info@sseinc.com for more information.