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How Well Does **YOUR** Data Recovery Software Work?

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How Well Does YOUR Data Recovery Software Work?

Backup and Disaster Recovery – or BDR – is critical to the continued success of businesses around the world. However, many business owners don't grasp the importance of incorporating data recovery software, or any type of disaster recovery planning into their businesses. It doesn't make a lot of sense because the simple act of taking a small precaution can prevent hours, days, or weeks of downtime; business workflow grinding to a complete halt, or even worse.

The biggest issue faced by most companies who do not currently utilize data backup software is that they don't see the value or importance of it. If you're reading this solution brief, you're probably either one of them, or you're a business owner who does see the importance of BDR, but is seeking more validation. We'll operate under the assumption you're the former, and show you a few scenarios which should showcase exactly where the value and importance in BDR lies.

It's Important to Have a Plan in Place for Future, Unforeseen Disasters.

Let's face it: no one works in a completely safe area. Whether you're in hurricane territory, near a fault line, based somewhere in "Tornado Alley," or even nowhere near those types of places – you're still susceptible. A disaster could include any of the previously-mentioned natural

phenomena, as well as fire, smoke, flood, even theft. Regardless of what it might be – if you come into work one day and disaster has struck, what will you do if your data has been lost?

When you have data recovery software in place – even in the event of a total loss of your data – it's still not really a total loss. With BDR, your entire building could be completely vaporized – leaving behind only a few ounces of ash, and you could still be back up-and-running on replacement hardware in a relatively short period of time. That's the power of disaster recovery planning: to allow your office to keep functioning – even if there's no more office!

Even a Simple Employee Error Can Be Disastrous to a Business.

Disasters aren't limited to nature, either. Let's look at Simpkins. We all know Simpkins: he's that guy we hired a while back who – through no fault of his own – just can't seem to get things done the right way without some kind of bad luck befalling him. In this particular case, Simpkins was asked to proofread the Standish file: an enormous document the entire office has been collectively working on for the past three annual quarters. Simpkins sees a font change issue, and tries to highlight only the area of the incorrect font, only to accidentally "select all" text within the document. He tries to hit "Command-Z" to undo, but he misses the Command key – and

ends up changing the entire 243-page document into one "z." Panicked, he goes to the title bar and tries to manually click "undo," but – of course – he unintentionally clicks "save." Goodbye 243-page document, 9 months of collective work, and the entire Standish account. Hello "z," fessing up to the cataclysm, and unemployment.

But with BDR, it doesn't have to be this way. Let's assume Simpkins' office wisely chose to use data recovery software in their disaster recovery plan: Simpkins nervously fesses up to the boss, who only shakes his head and chuckles. He then uses his BDR software to retrieve the copy of the Standish file that had just been backed-up the night before. Crisis averted, and Simpkins' job is safe. Well, for now.

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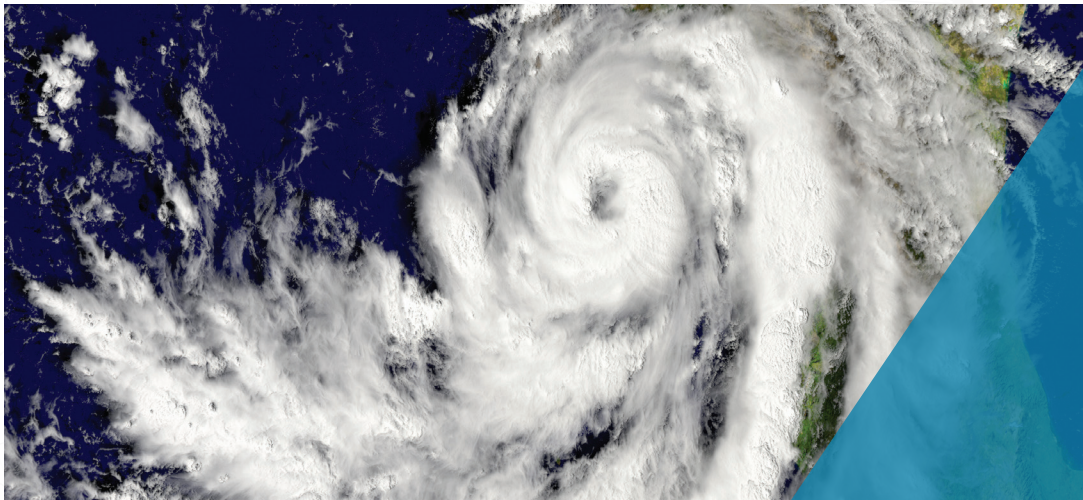
Most People Think "It Can't Happen to Me" . . . Until It Happens to Them.

One of the most common thoughts business owners who do not utilize data recovery software is – well – they think, since they haven't needed it yet, they won't ever need it. Sure, they've heard horror stories about it happening to others, but to them, that's exactly what it is – something

that happens to other people. "Not to me!" There are two things you must consider when thinking this way: those people also thought it was something that happened to "other people," and then it happened to them.

The other even more important thing to consider: statistically, 60% of businesses fail after a major data loss. Sixty percent. That's a huge number. If someone asked if they could shoot an apple on your head with their bow and arrow and told you, "Don't worry – I only kill people 60% of the time," how willing would you be to let them use you for their next attempt? Are you willing to risk your entire business for a 40% chance your company could recover from a major data loss? Or is BDR starting to look a little more valuable and important right about now?

Michell Consulting Group Can Help You with Data Recovery Software and Disaster Recovery Planning.

After this read, we're hoping you do see how imperative it is to incorporate data recovery software into your disaster recovery planning. A great place to start is by calling Michell Consulting Group to discuss your options. We'll create a backup and disaster recovery plan customized specifically for your organization, as well as a plan on how to quickly recover and move forward after any sort of data loss.

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