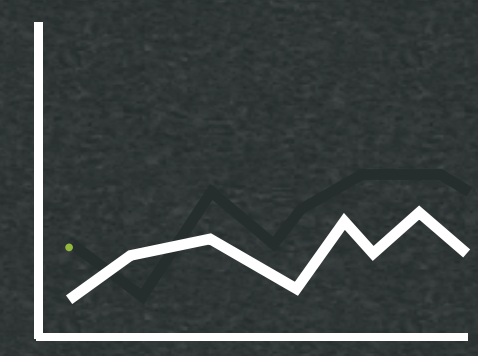


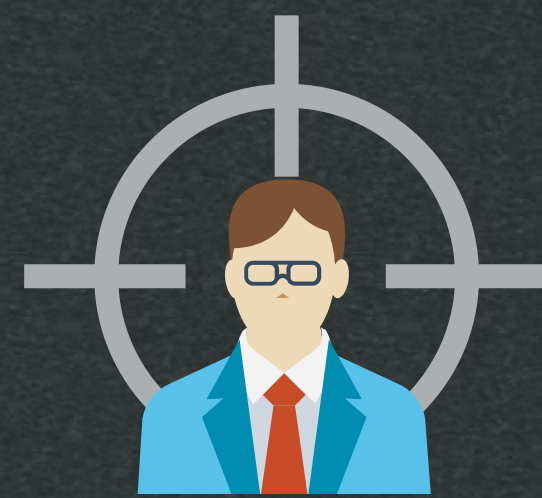
What you should know about data loss

Do you know the top ways businesses **USE** data?

Businesses that collect, protect and analyze data can use it to beat the competition. Here are a few of the ways small and midsize businesses use data to boost profits:



Analyze sales data and predict seasonal highs and lows.



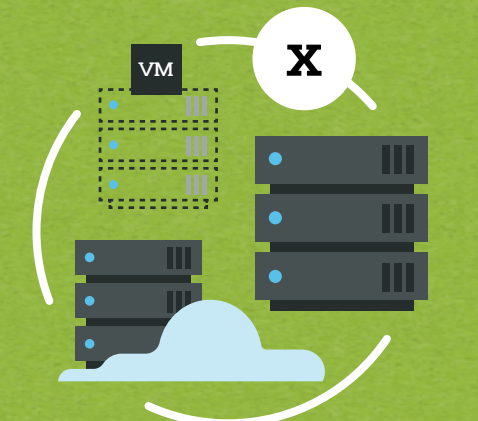
Understand customer behavior and improve customer relationships.



Examine operating budgets and supplier prices and increase efficiencies.



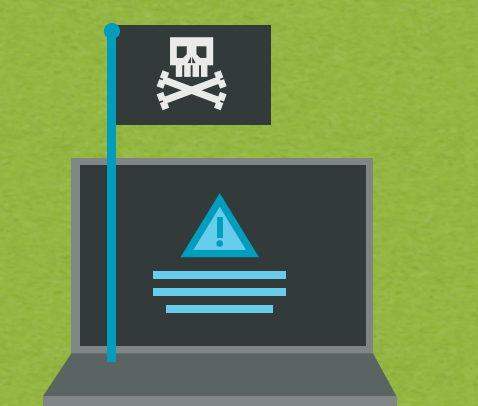
Do you know the most common ways companies **LOSE** data? ²



Hardware failure



Power outages



Ransomware and other forms of malware



Cyber-attacks



Over 80% of small to midsize businesses have suffered data loss.

Can you predict the money a data loss event would cost **YOU**?

Factors to consider :

- Lost productivity due to application downtime
- Lost business due to angry or unsatisfied customers
- Costs related to system recovery and maintenance

Answer:



Downtime costs some small and midsize businesses as much as **\$25,000** an hour! ¹



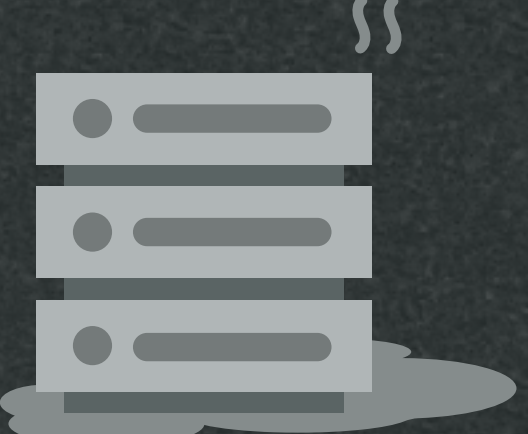
Also, a typical unplanned downtime event for a small-to-midsize business often lasts **24 HOURS**.



Do you know the downside of common storage methods?

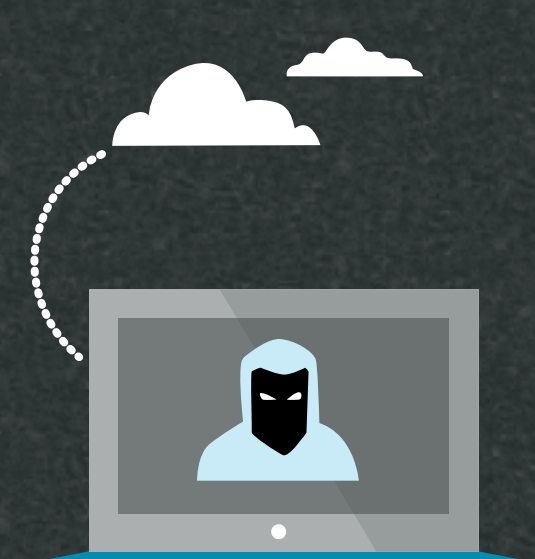
Any storage device can be prone to disaster. And using only one backup method creates a **SINGLE POINT OF FAILURE** that could result in costly data loss and downtime for your business.

Problems with common storage methods:



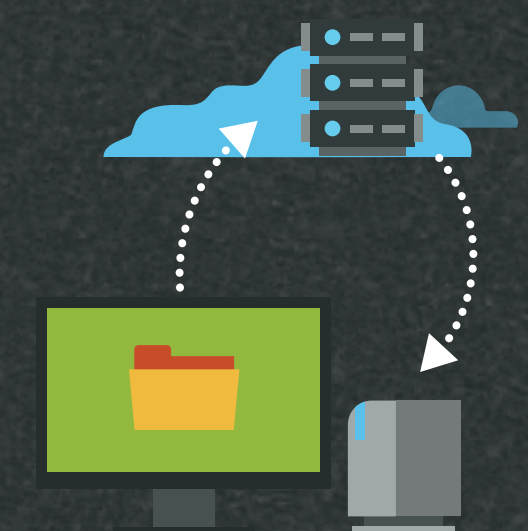
Tape backups

Degrade over time. Vulnerable to temperature changes. Long recovery times.



USB drives

Easily misplaced, stolen or damaged.



Free online file sharing services

No automatic backup. May not support regulatory compliance efforts.



How can you make sure data is fully protected?

Simple. Just follow The 3-2-1 Backup Rule, a blueprint for an effective backup strategy. It states that you should:

Have **3** copies of your business files

Kept on **2** different storage types

At least **1** copy should be stored offsite

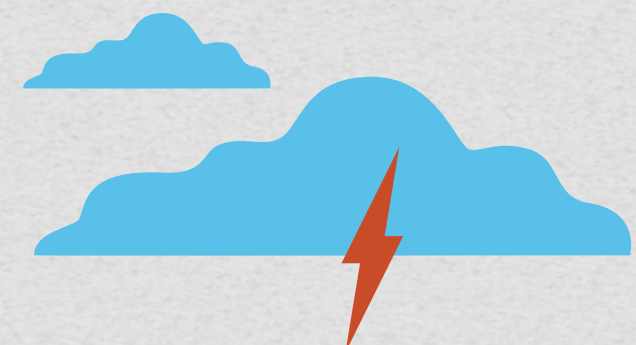


How can you follow The 3-2-1 Backup Rule?

Deploy a **HYBRID BACKUP** solution.

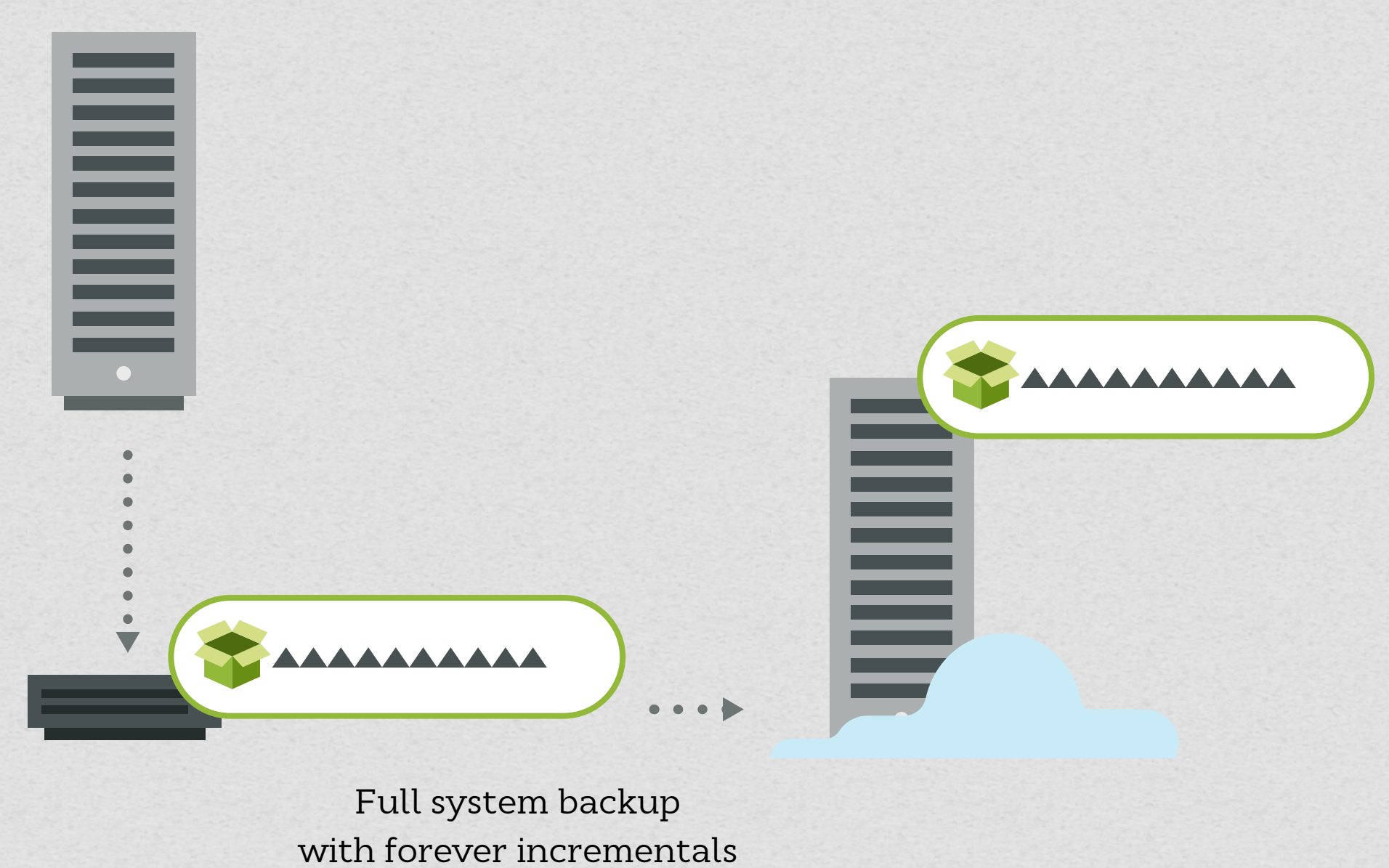
Why

Because it uses both onsite and cloud targets for reduced recovery time and higher system availability.



When it comes to backup: 1 is none

The safest way to ensure your data remains protected is through hybrid backup, with at least one copy onsite and one in the cloud.



Did you know Carbonite offers a complete **DATA PROTECTION PLATFORM** for today's growing businesses?

Carbonite provides onsite, cloud and hybrid backup, data migration and high availability solutions for complete business data protection. We help you keep IT systems online and accessible with purpose-built protection for every type of data in any type of IT environment.



Visit Carbonite.com to learn more

¹ TDC: The Growth Opportunity for SMB Cloud and Hybrid Business Continuity, April 2015, IDC #255493

² Drive Research: IT pros face increased cyberthreats, need to test backup strategies, May 2017