

GOING, GOING, GONE

HOW TO PREVENT YOUR
DATA FROM DISAPPEARING

(AND WHY YOU NEED A GOOD BACKUP PLAN)



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The mess created by data loss

In spite of all the security measures that are readily available in today's digital world, the problem of data loss is up by 400% since 2012. If you run an organization with 200+ employees, the solution to this trend is simple: Ask someone in your IT department what's being done to prevent a catastrophic data loss event. You probably even have a specific person in charge of disaster recovery and business continuity. But what do you do if your team is made up of fewer than 100? Or even fewer than 25?

Data backups are just as important, if not more so, to small- and medium-sized businesses (SMBs) as they are to large enterprises. Thankfully, full-time in-house assistance isn't the only solution. Increasing internet speeds and decreasing costs of cloud technology have made outsourced backup services viable and reliable options for SMBs.



If you don't believe that data loss prevention should be your number one priority, it's time to reconsider.

Here are some notable examples of the troubling effects of data loss:

The mess created by data loss

1. This Hollywood blockbuster was (almost) deleted

You've probably heard of Toy Story 2. The wildly successful sequel to the first hit movie grossed close to \$500 million and was loved by viewers and critics alike. But did you know that this well-loved film was almost never shown? The reason: Someone made a boo-boo and almost deleted the entire movie!

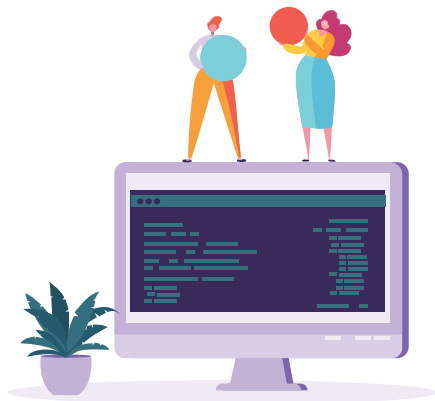
This comes from Oren Jacob, the movie's associate technical director who now heads a digital entertainment startup. Jacob and two other members of the Toy Story 2 team discovered that **the film was being deleted off company servers** due to an erroneous command. That bad command was erasing the files of the movie's beloved characters like Sheriff Woody, Mr. Potato Head, and Rex the insecure dinosaur.

The trio panicked and called the server room. They told the staff to pull the plug, but it was too late. Ninety percent of the film had been erased, including two months and hundreds of man-hours of hard work.

Fortunately, all was not lost. Pixar Animation Studios, the film's producer, had a backup and managed to restore the movie to its full glory. Toy Story 2 soon hit theaters and the rest, as they say, is history.



2. Man deletes his own company (and clients) with a bad code



One web hosting provider lost his company and his clients when he ordered his computer to delete everything stored on his servers.

"The problem command was 'rm -rf': six characters that deleted everything. The 'rm' tells the computer to remove; the 'r' deletes everything within a given directory; and the 'f' stands for 'force', telling the computer to ignore the usual warnings that come when deleting files," The Independent reported.

The owner's mistake cost him not only important company files, but his 1,535 clients as well. The command erased his customers' websites, including their backups. And you thought you had a bad day!

The mess created by data loss

3. How the wrong backups can spell trouble

This case is different. Source-code hub GitLab.com had one, two, three, four — count 'em — five backups. In spite of this, the company experienced a meltdown when all five of its backups failed. How did it happen?

The **data loss was caused by bad backups**...and a tired system administrator. While working late at night in the Netherlands, that person accidentally deleted a directory on the wrong server. He erased a folder with 300 gigabytes (GB) of data. At the time it happened, there was an ongoing database replication process, but that particular data had yet to be copied.

The admin canceled the command as soon as he discovered his mistake, but only 4.5 GB of data could be saved. To add insult to injury, none of the company's five backups were set up properly, so they didn't work as expected.

This unfortunate incident can happen to anyone, anytime, anywhere either because of malware, hard drive failure, theft, power failure, or carelessness (i.e., a new employee who likes to tinker with the office PC, deletes files accidentally, or spills coffee on the machine).



Warning: Not for the faint of heart

What happens during data loss? Do you really want to know? Are you prepared to see the horrors the problem brings to businesses? Take a deep breath, and look carefully at the image below because this is the best picture that clearly illustrates the problem:



Data loss is a sobering event. Just imagine one of these scenarios:

1. 140,000 hard drives fail in the United States every week



Hard drives aren't immortal. Unlike taxes, they may conk out unexpectedly and you can't prevent this from happening. Common reasons why this occurs include firmware or manufacturer faults, heat, power surges, and corrupted files.

For many, the idea of losing their hard drive and precious data is bad, but the repercussions are even worse. Why? Read the next item.

2. 60% of companies that lose data will shut down in the next six months



In its 13th Annual Cost of a Data Breach Study, the Ponemon Institute, a research center dedicated to privacy and security, said that the **global average cost** of a data breach is now a whopping \$3.86 million — up by 6.4% from 2017.

Since information is the lifeblood of many businesses, lost or stolen data can dramatically affect their operations. For SMB owners with limited resources, the effects can be disastrous.

Warning: Not for the faint of heart

3. Companies lose an average of over \$2 million to cybercriminals



Part of the reason why data loss is rampant is that hackers make a lot of money from the data they've stolen. In 2017 alone, **cybercriminals stole an average of \$2.23 million** from SMBs.

This is usually done by means of ransomware, a type of malicious software that prevents users from accessing their system or personal files unless a ransom is paid. The most recent victim is **Jackson County, Georgia, which paid \$400,000 to hackers** to get rid of an infection.

One cybersecurity firm estimated that ransomware damage will total \$11.5 billion in 2019, averaging out to one victim every 14 seconds. It added that the global cost of cybercrime will be \$6 trillion yearly by 2021.

4. 58% of small businesses don't have a backup plan for data loss

Data loss and data breaches are hot topics and there are a lot of sad stories going around. In spite of this, Small Business Trends said that three in five companies have no backup plan. Many companies aren't prepared for data loss at all.

In its **Backup Awareness Survey**, cloud storage provider Backblaze revealed that while the number of PC owners who back up their data has increased from 65% in 2008 to 76% in 2018, the backups they perform are not enough to save them from a disaster. The percentage of computer owners who back up once a day or more remains at 6% — the same figure from 2008.

If you're serious about your business and can't live without your data, now is the perfect time to back up your important files. Minimize how much time you spend on this project by signing up for an ironclad backup plan from a reliable provider. This will help you sleep soundly even if hackers, malware, floods, fires, theft, or hardware failure come your way.



Benefits of backups

What are the advantages of a solid backup plan?
Here's a partial list, tick the ones you like the most:



Save time

It takes time (and money) to recover lost data, especially if you have tons of files pertaining to your company, employees, and clients. Recovering what's left can take forever or may be impossible if your IT team starts from scratch. If you have a good backup plan from a reliable provider, getting back lost or corrupted files is easy as pie and your IT team will love you for that! They will be free to do other important things instead of worrying and spending time restoring everything.



Create consistent backups

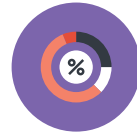
Relying on employees to create backups of valuable files is a bad idea. For one, they may do this inconsistently and irregularly, creating bad or incomplete backups in the process. With an affordable endpoint backup solution that is easy to manage, works automatically in the background, and can restore data quickly, recovering stolen or damaged files is a breeze and there is less downtime.

Benefits of backups



Increase productivity

Thanks to having a reliable provider, your employees don't have to worry about backups. Neither will they need to be anxious about the confidential files they carry on their laptops, smartphones, or other mobile devices. They know these can easily be replaced if bad things happen. As such, your people can focus on what they're doing while your backup provider does all the work. With fewer disruptions and interruptions comes greater productivity.



Cut costs

Controlling costs is vital to the success of any business, especially one with limited resources. Part of a company's expenses may come from lost laptops or mobile devices because of careless employees or accidents. While gadgets can be replaced, the data they carry is priceless and hard to recover.

To reduce unnecessary expenses, seek the help of a trusted backup provider who can offer you a cloud-based backup solution. This will protect you from the cost of retrieving lost, damaged, or stolen data from the devices employees use. By storing data in the cloud, you can also do away with expensive physical storage solutions.



24/7 access to files

With regular data backup, you can work wherever you want. There is little or no room for error since the whole process can be automated and updated regularly. Your important files will always be available when you need them. Online backup also eliminates the need to store data on CDs, USB flash drives, or other removable devices that can be stolen or damaged.



Greater security

An online backup solution stores your data in a secure location. Getting your files is quick and painless. Cybercriminals can't touch your critical data since they are protected with advanced encryption tools.



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If you'd like to learn more about backups and how they can simplify your life, don't hesitate to contact us. We're excited to hear from you and our team is ready to serve you. You can depend on Sundog's backup solutions to protect your business and its data. Don't wait until it's too late!

**Want to know what our backup services and plans include?
SCHEDULE YOUR FREE CONSULTATION TODAY!**

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