



**WORLD
BACKUP
DAY** //

March 31 - World Backup Day

Be Prepared.
Back Up Your Data.

What would you do if you lost EVERYTHING?

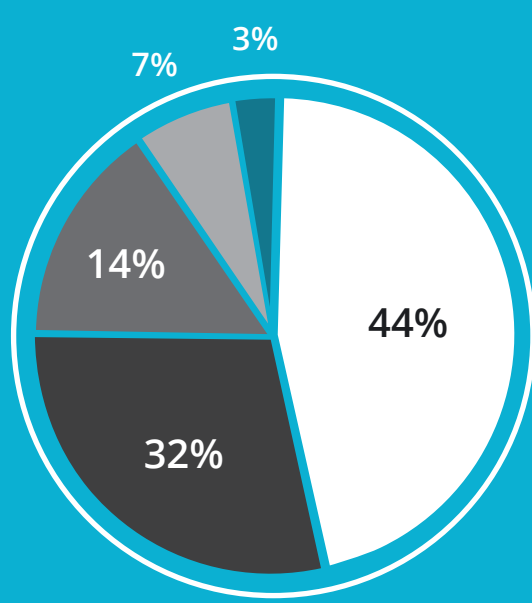
Know the facts...don't be a statistic.

Data loss can be prevented!

**Data is lost more
often than you may think**

20%

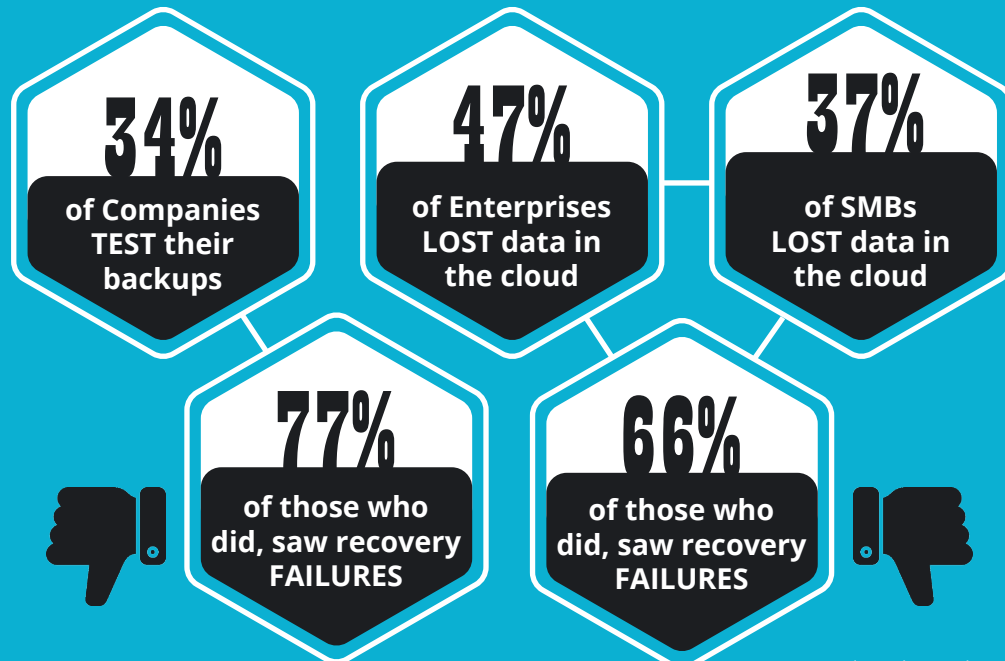
1 out of 5 small to medium sized businesses suffer a major disaster causing loss of critical data every 5 years (Source: Richmond House Group)



DATA LOSS CAUSES

- Hardware/System Failure
- Human Error
- Software Corruption
- Viruses
- Natural Disasters

GET THE STATS ON DATA LOSS



(Source: Cloudwards, Data & Virtual Technology Group)

How to BEST Protect Yourself Against Data Loss

USE 3-2-1-BACKUP STRATEGY



NUMBER OF
BACKUPS
3 COPIES

+



SAVED TO A
MINIMUM OF
2 DIFFERENT TYPES
OF STORAGE MEDIA

+



SAVED OFFSITE
1 LOCATION
OR IN THE CLOUD

Data Loss Prevention Tips

TOP 4 PREVENTION TIPS



Install a Firewall & Anti-virus Software

STEP 1 in preventing data loss is to install a firewall and anti-virus software. With virus and ransomware attacks coming from spam, phishing, malware, downloads, instant messages, web sites, and emails appearing to come from friends, clients, or co-workers, you can't afford to be without up-to-date virus protection.

Save & Backup Your Files Regularly

STEP 2 is to backup your data with regularly scheduled file and image backups. Be certain that you regularly test your backups to ensure that you can restore your files. Ideally you'll have a backup located on multiple drives to protect your data from loss due to hard drive failure.



What is image backup?

An image backup, also known as a disaster recovery image, is an exact copy of your hard drive, which includes your OS, system state, applications and configuration settings.

THIS IS THE FASTEST RECOVERY OPTION IN CASE OF A DISASTER



Keep an Offsite Copy of Your Backup

STEP 3 is to protect your data from fire, flood or other natural disaster (and from theft), by having an offsite copy of your backup. While cloud backup is an option, if the disaster disturbs your internet connection, it could prevent you from getting back to business in a timely manner.

Update All Security Patches

STEP 4 is to pay attention to your systems to ensure that critical updates are applied as soon as they are available. Microsoft releases patches to protect users against discovered vulnerabilities. Hackers use these vulnerabilities to craft an exploit for the purpose of accessing computers and networks that have not installed the security patch.



Need Backup Software?

TAKE A LOOK AT

NovaBACKUP® Business Essentials 19

Physical and Virtual Backup Software
for Windows Server Environments



One Solution. One Price.

Get everything you need to perform a successful backup for your small business in one all-inclusive solution. NovaBACKUP protects all business-critical data and application data from leading solutions such as Microsoft SQL, Microsoft Exchange, VMware, and Hyper-V.

Setup Assistance - Complementary Installations Service from NovaStor

Setup Assistance is a complementary professional service offered to server-level product customers to give them the benefit of our backup expertise for everything from installation and setup, to backup configurations designed to fit their specific environment. Setup Assistance is included with the purchase of NovaBACKUP Business Essentials.



Best Price-Value Ratio

With our backup and restore software, the price to performance ratio is just right. Software selection and pricing does NOT have to be complicated. With NovaStor you simply buy one license per physical server. No hidden additional costs, no agents needed, no counting of cores or sockets.



Microsoft Partner
Gold Application Development

vmware
PARTNER
TECHNOLOGY
ALLIANCE

Download FREE Trial →

www.novastor.com/worldbackupday