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What Happened to My Data? Northeast Information Systems Explains the Dangers of Insufficient Backup Procedures

Innovative Technology Set to Replace Outdated Voicemail Systems

ALBANY, NY — June 27, 2013 — Businesses are operating at a blistering pace and IT infrastructure has become the backbone of most small to medium-sized businesses across the nation. The complexity and strain that is being placed on IT networks exposes SMB's to greater security threats than ever before. Natural disasters, power outages, employee errors and failed system upgrades all pose significant threats to a business's computer network. Failure to address these risks can often cause severe network damage and immobilize a company for hours, days or even weeks. The best way to combat this dynamic is to understand the risks, identify the problems, and make sure that proper precautions have been placed into service.

One of the most common vulnerabilities is when data simply hasn't been backed up. This risk is also one of the most easily mitigated. Oftentimes organizations fail to have a regular backup procedure in place. Implementing a data recovery plan can help insure a business's continuity as a result of unexpected events. According to Symantec's 2011 SMB Disaster Preparedness Survey, "only half [of SMBs] back up at least 60% of their data", meaning they would lose 40% of

their data in the event of a disaster, "of those surveyed, 31% don't back up email, 21% don't back up application data, and 17% don't back up customer data." In addition, organizations often fail to back up corporate PCs, and take an "all or nothing" approach if the back-up can't be all-inclusive. One of the benefits to having a recovery process in place is that employees never have to redo work. If data is ever lost, it can be restored quickly and with minimal effort.

Another identified risk is failing to protect branch offices or telecommuters. "Out of sight, out of mind," doesn't exactly fare too well in the corporate arena. Many businesses are subject to compliance or regulatory standards. These groups must ensure that all company endpoints are protected in an appropriate fashion. Remote users, such as sales people are sometimes overlooked and satellite offices are not given the same attention as the primary office.

Failure to test data backups is another common oversight. Having an automated or regularly scheduled backup is paramount, testing the integrity of that backup is equally important. According to Enterprise Security Group, even with all the advancements in storage technology, only about 20% of backup jobs are successful. This is exactly why regular testing of a business's recovery plan is a

key metric in evaluating any continuity solution.

Outdated equipment poses a threat as well. Early generations of back up devices such as tape or disk media can be lost, stolen or improperly stored. Any breach of this hardware usually results in irretrievable data and renders that equipment useless when a recovery is most needed.

Business continuity and disaster recovery solutions address these risks. Today's software-based products virtualize all information to the cloud. One of the most compelling aspects of these solutions is having the ability to "spin up" that remote virtualized image and continue business operations as normal in the event of a disaster. Simply put, with today's powerful solutions, SMBs should never have to risk losing important data and impacting business operations from a loss or breach of information. Enlisting the assistance of a trusted IT advisor can help protect SMBs, their employees and their customer's from life's unexpected events.

ABOUT NORTHEAST INFORMATION SYSTEMS

For over 40 years and 3,000 customers, Northeast Information Systems has been the right choice for business telecommunications solutions in NY's Tech Valley.

The company's primary focus is to leverage advanced communications technologies to improve our customer's business processes resulting in greater profitability and increased customer satisfaction. Northeast Information Systems employs leading edge products from tier one manufacturers to design cost effective solutions backed by Factory Certified technical support.

The company's local dispatch center delivers round the clock service to ensure system reliability with guaranteed emergency service response within 2 hours. Northeast Information Systems does business throughout New York, New England and nationwide via our network of authorized distributors.

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