

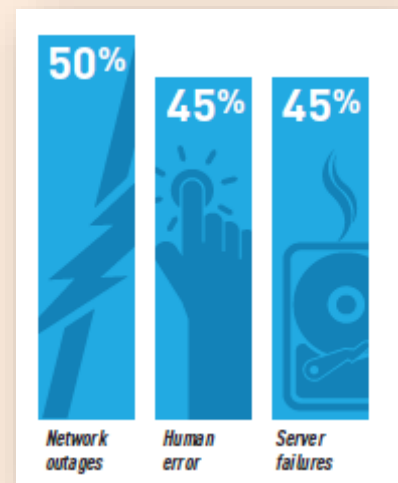
Protecting Your Business from Data Loss

At IPO Digital Solutions, we take your data security very seriously.

Many businesses do not have a strong Business Continuity and Disaster Recovery (BCDR) plan or understand the value of such a solution. Data loss and downtime is a real threat and can be very costly financially and to your reputation.

Common causes for data loss:

- **Human error.** The most frequent, common and often most detrimental cause of disasters is human error. Accidental or malicious data deletion or overwriting by internal threats such as employees and contractors. A single poor choice by a single employee can lead to catastrophic data loss.
- **Virus or malware attacks.** Ransomware will easily and permanently alter data. This effectively locks you out of your business. All it takes is one wrong click.
- **Hardware, software or system failures.** These have a finite lifespan and will eventually fail, leading to data loss or corruption.
- **Disasters.** Uncontrollable situations such as fires, theft, lightning strikes, floods may cause damage to physical hardware and data loss.



Source: "Enterprise Data and Cost of Downtime", Independent Oracle User Group, July 2012

We would like to remind you to not be complacent with your business' data. It's not a matter of **if** it will happen, it's a matter of **when**. Protecting your data from such events is actually quite simple and affordable.

Backup & Disaster Recovery

The old methods of backing up to tapes and USB sticks may put your business at greater risk of data loss and breaches. A cloud solution is suitable for most businesses as it guarantees data availability even in the event of a total disaster.



Disaster Recovery takes this one step further and backs up the systems you run. In the event of a disaster or server failure, you can resume business very quickly.

Consider the following scenario:

- A critical server in an office of 25 users fails and all data is lost.
- The cost to the business in employee's wages is approximately \$1125/hour
- Average hourly overhead cost is calculated at approximately \$100/hour
- The business' revenue is approximately \$2500/hour

A day of downtime equates to a loss of approximately \$22,500. This does not take into account the impact of reputational damage to the business and brand if its clients experience pain and frustration.

If this business had a tested and verified BCDR plan, it would be back up and running within the hour.

Find out if your business can afford the downtime: www.ipodigital.com.au/rectimecalc

Our BCDR Solution – Up and Running in 5-10 mins

We tailor a BCDR solution to your business. Running a BCDR requires no ongoing thought or action on your part. It runs in the background and gives you peace of mind. Your BCDR will:

- **Automatically protect all your systems.** This can be as frequently as you require, both onsite and to the cloud.
- **Get you back up and running very quickly.** In the event of a disaster, we can typically have you back in business within the hour.
- **Be stored securely in Australia.** Your data never leaves Australia. It is encrypted and stored securely in geographically-distributed Australian datacentres with 24/7 security.

Give us a call or send us an email to explore our Business Continuity and Disaster Recovery options.

