

business case

Data is valuable

Business today relies on local access to live data - it is worth upto £750 000 in a smaller business. Proposals, client data, records, financials, marketing databases, research, designs, specifications - have all taken years to accumulate. 20Mb of data is typically worth £50 000 and the average data loss costs a small firm £8000. Lose data and you'll lose business

Time is valuable

20Mb of data typically takes 30 hours of work to replace - time not spent selling, time wasted by staff. And the cost of a business hour is typically £150. If you run a call centre, a sales office a support line or any real-time operation, you need to ensure it suffers no down-time. The cost of no operations can be huge. No sales or support systems means no sales and dissatisfied clients. The cost is your business.

People are valuable

You need access to your data wherever you are and whenever you want it - at home, abroad, at work, on the road. At a client, you need to present and perhaps quote instantly. Lose your laptop and have nothing to present - you risk losing the chance to sell. The essence of competing starts with effective people - keep them running and you can keep competing.

About You

Sales Force / Mobile worker

50% of computer crime is linked to laptops

- Avoid arriving at client - with nothing to show
- Ensure sales data is saved in case of staff departure
- Recover a lost document from anywhere in the world

Knowledge rich environment

Data is valued at 8 times more than the computers themselves

- Use PCs to be efficient without fear or risking security
- Leave backup to experts whilst you run your business
- Spend less by not installing complex internal software

Office network

Lose thousands if you suffer from a data loss

- Recovery from a disaster with minimum down-time
- Restore systems after crashes or virus attacks

Home office

Business data outside the office

- Ensure business data "at home" is backed up - daily
- Access "office" files when at home, at work or away
- Backup your files as much as you like

Free 15 day trial
www.backupdirect.net
08701 417 437

for **backupdirect™**

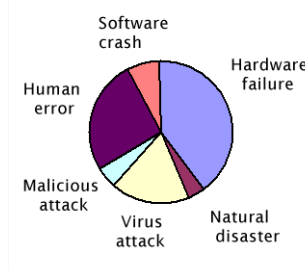
Keep business and staff running

Sleep at night

Free up time to focus and compete.

Reality check

Today most businesses protect data using tape backup or similar; but is it done daily? Who in the company is responsible for making sure it happens? Are they qualified and is it what they are paid to do?



Are tapes stored securely off-site? Will the restore actually work when it's needed? Some sobering statistics: 99% of all businesses do not do a daily backup, 60% of backups are incomplete, 50% of restores fail, only 25% of tapes are stored off-site and end user compliance with backups is only 8%.

Loss of data is serious and doing something about it is a boring non-core task. Yet it is critical to business health.

In good company

Our solutions are designed for the smaller business - because the smaller business needs to focus and be more efficient than any business, if it is to compete and win. And our technology is used by some of the worlds leading enterprises who have said yes to its robust, simple-to-use effectiveness: **Hewlett Packard, Deloitte and Touche, Virgin, Visa International, Boeing, Cisco, Symantec.**

No risk rewards

- Peace-of-mind - backups are automatic, daily and transparent
- Minimal downtime and revenue loss in case of data loss or computer crash
- Fixed pricing plans with no upfront capital for hardware, software, training
- Reduced costs with no tapes or zip drives to buy nor staff time wasted
- Multiple file versions stored allowing earlier work to be recovered
- Only changes are sent resulting in efficient and non-disruptive backups
- Protect PCs Laptops, Network data and systems files with one solution
- Off-site data storage and encryption for essential security of business data
- Guaranteed data recovery when needed - backed by SLA
- Industry-leading proven technology and military-grade security
- Better legal compliance - Data Protection Act 1998
- CD based retrieval and archiving
- 24x7 monitoring and support

backupdirect™
Stables Court
Camerton Bath BA2 0PU