

LiveVault from Backup Direct™ provides an economical way to protect your critical data

Do-It-Yourself Backups Fail Too Often

When the often-neglected task of backing up data is performed, Gartner¹ reports that 40-50% of all backups are not fully recoverable and that up to 60% of all backups fail in general. Worse yet, at small and midsize businesses with limited IT staff, backups may be performed sporadically, if at all.

Spending money on backup hardware will cost you a lot and give you a false sense of security, but won't protect you. Traditional tape based methods of backup are not reliable and require proper configuration and constant attention.

Can you really afford this liability?

LiveVault Will Save You...

You may already be facing reduced budgets, reduced headcounts, and the never-ending cycle of software and hardware purchases, support and maintenance. Who has the resources to throw at this problem to ensure it is managed properly today and in the future? LiveVault's fully managed service can eliminate your backup and recovery burden so that you can focus on your core business.

LiveVault provides significant economic benefits with:

- ✓ No sunk costs
- ✓ No hardware costs
- ✓ No software costs
- ✓ No maintenance costs
- ✓ No labour costs
- ✓ No tape handling costs
- ✓ No opportunity cost
- ✓ No liability of not being protected

Avoid these costs, use LiveVault from Backup Direct™:

Hardware	Tape Drives/ Tapes Tape Drive Maintenance & Repair
Software	Backup Software Database Plug-ins Open File Managers Software Maintenance Fees
Labour (IT)	Installs, upgrades, reporting HW/SW problems, troubleshooting, training Daily Tape Handling Backup Jobs (run, validate, report) Label and Catalog Tapes Help desk on lost data inquiry Finding & Loading Tapes for Restores Monitoring Restores
Labour (non-IT)	Identify/report problems Cost of waiting for data recovery Lost data re-creation (if possible)
Off-site	Off-site tape rotation service Manual off-site tape removal (find, transport, catalog, store) Off-site retrieval for historical restore
Risk	Company reputation (due to data loss) Lost business (due to data loss) 3 Day's Work loss due to Backup Error
Opportunity	IT investment in Core Business

¹Gartner, "Online Server Backup: Niche, Glitch, or Killer App?" - January 2002, Adam Couture