

- 1. Fire ravages local furniture store.*
- 2. Disgruntled employee deletes files.*
- 3. Pipes burst and flood office.*

**A University of Minnesota study has placed the probability of a major data loss on a given computer system at 100% over a five year period.**

- 4. Thieves burglarize attorney's office.*
- 5. Virus worms way through firewall.*
- 6. Frazzled worker forgets to backup.*

View of front with  
wraparound flap open

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**How safe is yours?**



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## 1.

When fire ravaged Jim Thompson's furniture store, he thought the one thing he didn't have to worry about was recreating his important computer files.

After all, he made a backup tape every night and stashed it in a fireproof safe.

What he didn't know was that although the safe protected the tape from fire, it didn't protect it from heat.

The tape melted.

**And all the data was gone.**

## The horror. The horror.

You *will* eventually have a data disaster. And when we say disaster, that's precisely what we mean. According to the *Disaster Recovery Journal*, two out of every five companies are unable to reopen after a major data loss. And even more frightening—one of the remaining businesses closes within two years.

Unfortunately, there is no way to ensure that you avoid a data disaster. But there is a way to make sure that you can easily recover when it happens.

## Out of sight. Out of mind.

If you want complete protection against devastating data loss, on-site backup is not enough. There are too many things that can go wrong. Mistakes. Sabotage. Mother Nature's wrath. (To name a few.)

If you want confidence that your data is protected, off-site storage *by phone* is often the best method.

It's consistent. Reliable. Cost-effective. And—best of all—it's automatic.

## 2.

*Carl slammed his desk drawer shut and threw the last of his belongings into the box by the door. It amazed him that all he had to show for his hard work fit into one box. Just thinking about getting passed over for that promotion made his blood boil.*

*He picked up the box and started to walk out the door, giving it a little kick as he went. Then, as one last feeling of anger surged through him, he turned around, shut his door and walked back to the computer.*

*Ten minutes later, he emerged from his office.*

**And all the data was gone.**



O F F S I T E  
P R O T E C T I O N  
S E R V I C E S

3.

*Louise Jenkins runs a small business out of her house.*

*Last year, she finally bought a computer. (After much encouragement from her children.)*

*The computer made everything so much easier—keeping records, tracking inventory, storing information. It wasn't long before Louise wondered how she'd ever gotten along without it.*

*And then, last December, her water pipes burst. The entire bottom floor of her house flooded. Her computer went for a dive.*

**And all the data was gone.**

### **Set it and forget it.**

Once the DataSafe OnCall software is installed on your system, you never have to worry about backing up your data again. Because we do it for you.

You don't have to do a thing. Our software automatically searches your server or computer for every file that was modified or created since the last data backup.

Once the software identifies all the new data on your system, it will compress and encrypt the files and then store them for backup. Later, usually after business hours, your computer will call the DataSafe OnCall host computer.

### **All systems are go.**

After performing client recognition and security checks, your computer will transmit your data to our host computer.

We immediately make a duplicate copy of your data as an additional protective measure.

Then we backup our own computer and store the information at a secure location.

Off-site, of course.

### **A nice ring to it.**

The benefits of DataSafe OnCall go well beyond the fact that it is an off-site storage method.

### **Fast and easy.**

In many cases, phone storage is easier and less expensive than tape backup. It takes multiple tapes to store large amounts of information, whereas it takes just one phone call to store all your latest data. And that call is automatic, so you don't even have to pick up the phone.

### **Old reliable.**

Often, tape drives indicate that backup has occurred when, in fact, it hasn't. It is also quite difficult for an untrained person to determine whether a tape backup was successful.

That's why, at DataSafe OnCall, we are always watching to ensure that your backup was successful. And if, for any reason, it was not, we'll notify you promptly, identify the problem and make sure that the backup takes place.

4.

*The young attorney finally finished the brief he'd been working on for the past three weeks.*

*Just in time, too. He needed it for a meeting the next morning.*

*Before he left, he backed his files up on a floppy disk. (He learned to do that the hard way.)*

*Sometime in the middle of the night, thieves broke into the building and stole some office equipment—including his computer.*

*And the floppy disks.*

**And all the data was gone.**

## 5.

*Stan was running late that morning because he'd stayed late at the office the night before. He was a little upset because he and his wife had argued earlier.*

*She understood that the proposal he was working on was extremely important. But she was getting tired of his long hours.*

*When he got in, he turned on his computer and checked his e-mail. There was a message that appeared to be from his wife. The subject line read, "I love you."*

*"That's nice," he thought as he clicked open the message and unleashed the Love Bug virus.*

**And all the data was gone.**

## Safe. Solid. Secure.

The security of your data is of the utmost importance. So we use an extremely sophisticated compression and encryption system.

As a DataSafe OnCall customer, you will select an encryption key that is known only to you. Your files can not be read, decrypted or used by anyone who does not have your unique encryption key.

### Not just a little bug.

Computer viruses can be very serious. They can destroy files and even your entire network. So it is quite important that you take precautions against getting one.

If you should become the victim of a computer virus, DataSafe OnCall makes it much easier to retrieve destroyed data.

We keep multiple versions of each file, so you can easily access your data from before the virus infected your system.

The good news is that you can not catch a virus from the DataSafe OnCall software. But we can help you recover from one that you got somewhere else.

## Always have a backup plan.

Not protecting your data is like gambling with your business. A loss of the data on which your company relies would likely render it helpless. But, ironically, data is an uninsurable business asset.

Luckily, DataSafe OnCall is even better than data insurance, since manual data reconstruction is expensive and time-consuming (and may not even be possible).

The best way to ensure that a data disaster does not destroy your business is by having the ability to retrieve lost data.

### What will it cost me?

One thing's for certain: our services will cost you less than a devastating data loss.

In fact, DataSafe OnCall is quite affordable. And we have price plans designed to meet many different levels of need.

## 6.

*Alicia was almost out the door when the phone rang. "Murphy's Law," she thought. "The one day I have to be out of here right at 5:00."*

*She hurried back in and answered the phone. Her boss needed her to change some extremely important files in the computer. As it booted up, Alicia tapped her foot and checked her watch. 5:09. Her impatience was mounting.*

*When she finished, she checked her watch again. 5:22. "I'm so late," she thought as she ran out the door—without doing a backup.*

*First thing the next morning, her hard drive crashed.*

**And all the data was gone.**



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***Is It Safe?***

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