



Protecting your Company Assets

Having weathered and survived the recent recession, organisations are now looking forward to recovery and improved trading performance, and yet many small and medium sized organisations continue to leave themselves exposed to potentially fatal loss of company assets in the form of their organisations data.

Research into business data loss and back up procedures has revealed some startling facts, 49% of businesses reported data loss in the last two years and 49% of small businesses did not back up their data daily. The result of these two statistics is that organisations are regularly at risk of losing critical business data, a fact that exists even in organisations who may not consider themselves as technology reliant. Even when limited IT systems are in use, loss of e-mail data for example can prevent the business from referring to e-mails and documents, not apparently vital until they can no longer be accessed.

Research carried out by Gartner also showed the sometimes devastating impact of data loss with 80% of businesses that suffer a major data loss failure for more than 24 hours closing within a year. For some organisations this would be an extreme consequence but nonetheless, there is still a potential for significant operational disruption and financial impact.

Of course most organisations seek to back up their data in some way, but how effectively are these systems being used? Tape backup is one of the most common and is used successfully in many organisations but this method still needs to be managed properly. The most common causes of data being put at risk are tapes not being changed or taken off site to protect them and occasionally tapes failing. This is a good solution for many businesses but technology is always moving forward and there are now other solutions that can be used alongside tapes or in some cases to replace them. What appears to be key, is understanding what will be best for the particular organisation.

Off site back up products such as Attix 5 are playing an important and growing role, however this type of cost effective and robust process of automated off site protection is still used by relatively few. Research conducted by CIT and the Institute of Directors found that fewer than 20% of UK small businesses backup their data remotely, even though 82% of the companies surveyed, admit they could not function without the data. Products such as Attix 5 offer rapid automated backup processes that don't require staff involvement, secure offsite storage and rapid data recovery at a highly cost effective price.



Losing data is one aspect of the problem, but when fortunately the data is backed up, the issue of speed of data recovery becomes vital. The business impact of the data loss may still be felt if the data recovery process takes too long. A survey by Ontrack stated that 16% of businesses survival would be at risk if data was not recovered in less than 4 hours. Considering the importance of data recovery speed is therefore critical in your decision as to what technology best suits your business.

Given the increasing importance of electronic data to organisations, the relentless growth in viruses and file corruption and the increasing volume of data being stored in small single locations, there has never been a more important time to manage your valuable asset.

Determining what is best for your business may require some external help so give us a call at CIT and we will guide you to the most appropriate solution for your business.

Whatever approach you take, it's time to protect your valuable assets and maximise your business performance.

Call us on **0845 604 6209** or email us on sales@complete-it.co.uk