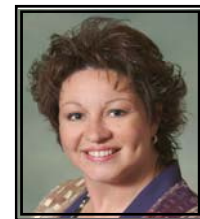


WE ORGANIZE IT'S **SUE ZEPEDA-**

Helping You Become 'Happily Ever Organized'



Sept. 2005

SUE'S NEWS:

WHOA! YOU BETTER BACK UP, PARDNER

Since having my car totaled last month in a rear-end collision, my 'bounce right back' ability has proved dim; hence my September newsletter in October. It's hard losing what we think is protected.

It is a fact that every 15 seconds a computer hard drive crashes; one in five suffers a fatal crash during its lifetime.

Hard drive failures and power surges account for 40% of data loss; human error, like accidental data deletion or damaging hardware by dropping a laptop, causes another 30%.

Data loss will happen; a disconcerting fact considering that as much as 60 of corporate data now resides unprotected in PC desktops and laptops.

Even more disconcerting; 31% of PC users have lost all of their files to events beyond their control; 60% of the companies that lose their data will be closed down within six months.

Data loss can be avoided; yet statistics show that 40% of small businesses don't backup their data at all, and less than 1% perform daily backups.

One Small Business that falls into this minute percentile is Southwest CAD/CAM, a Manufacturing Engineering and Machine

Programming Firm owned by personal friend, Phil Rice. Because data integrity is crucial to the company, Rice backs up critical files daily and stores them in a fireproof safe. Kudos, Southwest CAD/CAM!

Although most of us are quick to use the 'Save' icon to ensure our current work is kept, this only saves the work to the hard drive. It is not a backup, nor does it protect data from system crashes or virus problems.

Still, the sad fact remains that 99% of businesses use the 'icon method' in place of daily backups.

One solution is to use a Remote Backup service; many of which can be found online. Prices vary from \$3/100mb per month, to \$199/mo. or more with onsite servers for companies with multiple computers.

If you prefer a more personal approach, SurfTucson.com is a website design and hosting company right here in town that provides Remote Backup services. "It's affordable, and not just for businesses," says its owner, Mark Maddox.

"Typically, home offices with approximately 500mb of data will pay around \$15/month. Any office with a PC not backed up regularly

should consider it."

"Only the most critical data are backed up, not the entire hard drive," Maddox explains. "Each client gets an encrypted code set up before anything gets backed up; only they see their data and have the password, which can be kept in a safety deposit box if needed."

Mark Zepeda, my husband and a Senior Systems Engineer, says, "If you religiously back up to an *isolated* location, like Remote Backup or CD at *regular* intervals, you have recourse should a virus or crash occur. CDs can be scanned before use and viruses likely eliminated when restoring files.

Remote Backup restores data from a backup prior to a virus or a crash occurring, replacing your data with a minimum of lost work. Dedicated servers in both Kansas City and Chicago ensure SurfTucson.com also has a 'backup of their backup.'

What advice does Maddox give to others regarding backup?

"Get in the habit of backing up **daily** to a CD, and keep it in a fire-proof safe, at your spouse's work, or some other location outside of your home."

Don't become another statistic. Back it up!

Until next time, Happy Organizing.

DID YOU KNOW?

- 6% of all PCs will suffer an episode of data loss in any given year.
- 34% of companies fail to test their tape backups, and of those that do, 77% have found tape backup failures.
- Natural Disasters only account for 1% of all data loss.
- Another computer just crashed while you were reading this.

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