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October 20, 2010

Provide Peace-of-Mind Through Dataprotect

A Reliable, Secure and Affordable Remote Backup Service
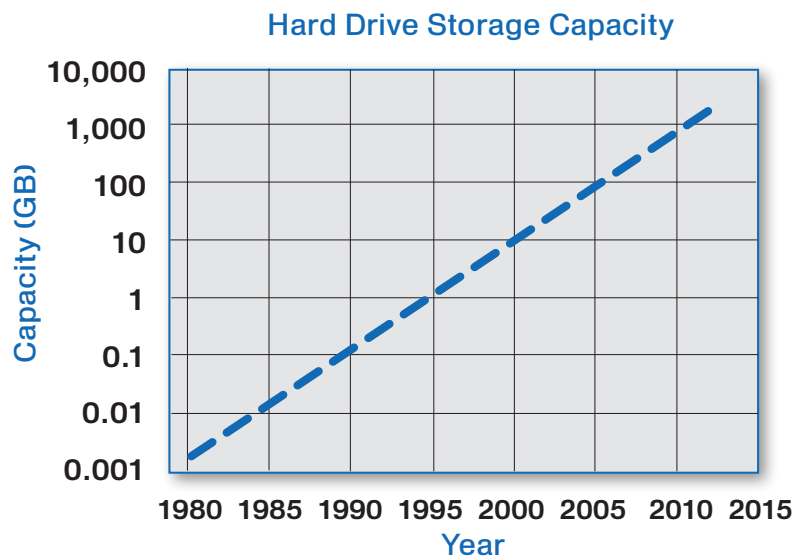
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for Operations Management

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More and more data saved everyday.

Year after year, personal and business computers are becoming a bigger part of our lives and their storage capacities have grown exponentially. Today a much larger percentage of our expanding hard drive needs is devoted to saving images, videos, music and gigabits of other valuable information. We have become mega-collectors of data, valuable information that is not protected against permanent loss.
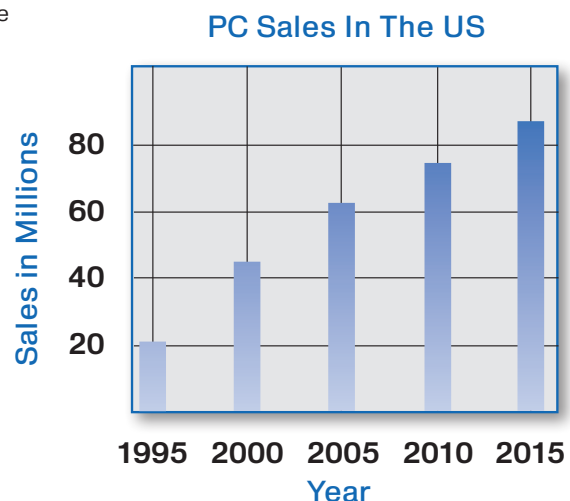
In 2000, the average personal computer offered a 10 GB hard drive capacity. While much of this capacity was used for the operating system and application software, only a nominal percentage was used for data as compared to today. In 2010 the average hard drive sold is closer to 500 GBs. Some higher end PC's can hold up to two terabytes of data on a single desktop unit. That's a lot of data to save and even more to lose.

Hard Drive Storage Capacity

Source: Wikipedia; File: Hard drive capacity over time.svg

According to Computer Industry Almanac, in 2010, computer sales in the US will reach around 74 million units, up over 50% from 46 million computers sold in 2000. Various studies indicate the average number of personal computers has about doubled from 1 to 2 per household over the past ten years. That number could soon double again if you consider the data stored in smart phones. Mobile phones now outsell traditional land lines and there are solutions to accommodate the security of this vital data too.

Today we not only have more data stored in computers, but more computers full of data. This unprecedented growth will continue to provide significant avenues for increased revenue for those savvy enough to capitalize on consumers' needs. Software sales will soar, as hardware continually increases in speed and capacity. All of this will lead to more and more critical data that needs to be protected and backed up.

PC Sales In The US

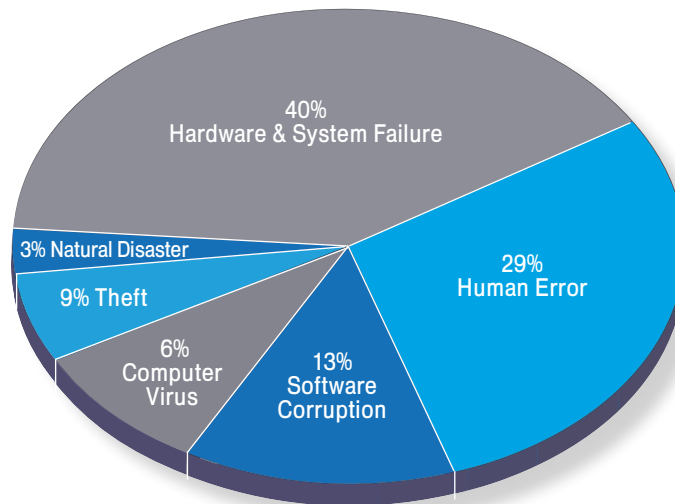Source: Computer Industry Almanac Inc.

Data loss is a real and catastrophic possibility.

As the saying goes "it's not a matter of if, but when." This is an ominous prospect for those who rely daily on their important data. Individual households can lose valuable personal financial informations as well as music, photos and e-mails in the blink of an eye when a virus hits a hard drive.

Businesses of all sizes have the most to lose. DTI/PriceWaterhouse says that a full 70% of all firms that experience major data loss go out of business within a year, says. According to Baroudi Bloor International, half of all businesses that lose all their data go out of business immediately. These are very serious consequences. Part of the problem is more data is being stored in individual computers. This compounds the problem making mechanical reliability more critical. Fortunately these potential, catastrophic problems are easily managed through secure off-premises systems, which are built to ensure vital information is reliably backed-up.

The cost of data loss is directly related to the value of the data and the length of time that it is needed, but unavailable. Consider the cost of continuing without data or the cost of recreating the data. Having a successful recovery from a data loss event requires an effective strategy. Without a comprehensive backup plan, a complete recovery will require the reinstallation of programs and regeneration of critical data. In some cases that critical data might not be available, which could lead to a catastrophe.

Leading Causes Of Data Loss

Graziado Business Report, Pepperdine University

An effective offsite backup strategy must also consider the cost of maintaining the ability to recover lost data over the course of long periods of time. Regardless of what data backup strategy is used it needs to be secure, reliable and easy to use. Dollar for dollar an effective data backup program is the best type of insurance you can provide. Dataprotect can eliminate one of the worst case scenarios that can happen to a computer owner, complete and permanent data loss. In other terms, a business or individual simply can't afford not to have reliable data backup service.

Several data backup options are available.

Only recently has backing up important data on computers become so effortless compared to just a few years ago when it was a significant IT chore. But even with all the advancements in technologies, in many cases, today businesses are still using antiquated methods for backing up vital data. Not surprisingly only half of all small business owners backup their data, while fewer than ten percent of consumers backup daily. There are pros and cons to the options available and while they all collect data some methods are more reliable, safer and faster than others.

	Speed	Affordable	Easy	Secure	Flexible	Support
Tape Drive						
Internal RAID	■	■		■		
External Hard Drive	■	■	■			
Flash Drive	■	■	■		■	
Optical Media		■	■		■	
Online Backup	■	■	■	■	■	■

Tape Drive -

For many years this magnetic tape method was the preferred way of backing up business data. In many cases it's still used today on legacy systems that are still in operation. It has its limitations but was able to save data and store it off premises. As is so often the case this method is now too slow and cumbersome to work with today's hardware and software capabilities.

Internal RAID Array -

RAID, (Redundant Array of Independent Disks) can provide more reliable storage by combining several disks into a single interdependent and redundant unit. While secure and relatively fast, RAID is not intended to be a backup solution. Rather, it is designed to increase system uptime in the event of a single hard drive failure. RAID can be a valuable augment to an effective backup solution, but is not designed to be a stand-alone backup system.

External Hard Drive -

With the advent of faster and cheaper hard drive storage over the past few years, backing up data directly to an external hard drive is a feasible option. There is the question of how to perform the data transfer. It can be done either manually or with a third party software. While this method is relatively fast and affordable, it can require hands on monitoring and does not offer the protection that off site storage does.

Flash Drives -

These portable and efficient storage devices are today's "floppy disk". They provide a fast, affordable and convenient way of storing data offsite. With capacities and data retention, increasing every year, this device has found it's way into nearly everyone's pocket. Aside from simply losing the drive itself, it has little programmable capability and is best for short term needs.

Optical Media -

This storage method is likely the most common among consumers and small business. Storage discs are inexpensive and can be used by most computers. They are relatively slow with low capacity and susceptible to physical damage and scratches. They are ideal for archiving music and video for use on consumer electronic devices.

Online Backup Service -

This newer preferred method is the ideal way for consumers and all sizes of business to securely and easily back up some or all of their data automatically, as often as they want, to a remote and safe server. There is little question in minds of most professional IT that this is, by far, the most superior way to backup critical data. It has all of the advantages and benefits but none of the draw backs.

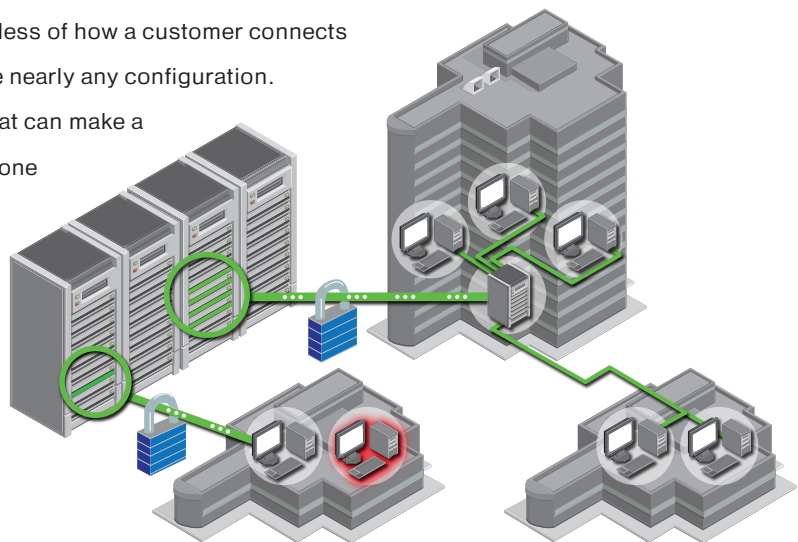# The value of Dataprotect backup system.

Today, Dataprotect the state-of-the-art remote data backup service provides an easy to use, automatic and secure remote capability through a broadband internet connection. This is the only type of backup system that provides 24/7 customer support for a consumer as well as for all sizes of business. This feature alone makes Dataprotect a highly valuable tool for a Service Provider. Coupling that with a very low capital expenditure, Dataprotect is the ideal choice to offer to customers.

Features -	Benefits -
448 bit Military-Grade Encryption	**Ultra secure transmissions through the internet guarantees your data is always safe from prying eyes.**
Unlimited Storage Capability	**No minimum or maximum amount of data required allows customers to easily increase their capacity.**
24/7 Technical Support	**Managed by friendly certified (ISC)2 IT personnel that can answer or fix all your related problems.**
Automatic or Scheduled backups	**Provides the ultimate flexibility to set the application and forget about it.**
Custom Configuration	**Preset bandwidth usage and back up speeds, make custom backup groups or define what files should be saved.**
Incremental Backups	**After the first backup, Dataprotect only backs up new or changed files. This saves time and money.**

Aside from creating a revenue stream, you also have the opportunity to take advantage of the trust that has been given to you by your customer. It gives a provider another means to become invaluable. The service provider become "sticky" and will give you a chance to deepen your relationship. This simple yet powerful web application can open doors for more revenue in other areas.

A business can choose to either backup individual computers or a private local server that is connected to several PC's. Regardless of how a customer connects to Dataprotect, it's made to accommodate nearly any configuration. This is one of those little opportunities that can make a significant difference. Especially the day one of your customers has a data loss and you have provided him with a means to change a nightmare scenario into a momentary hiccup.

Dataprotect backup configurations allow a single user or multiple users to get reliable "behind-the-scene" data security.

Live Virtual Assistance hands-on installation.

The benefit behind the idea of data backup is very simple and few would argue against it. Yet most small businesses and consumers do not back up their vital electronic data. No doubt there are many reasons but they will seem woefully inadequate the day a person desperately needs their crucial data back from a catastrophic failure. Aside from the excuse of "I don't have time." a leading reason why backup is not done is the intimidation factor. Many people are not confident enough to tackle the job of setting up a backup system themselves. But now there is help.

Dataprotect now offers (at a wholesale rate) a live online session between our tech experts and your customer. During a 30 minute session one of our friendly customer support technicians will gain complete virtual hands on access to a customer's computer.

When a customer chooses to take this installation path, they would first begin with a free call to one of our customer support personnel who will explain what will happen during the process of setting up their backup service. Then they will request formal permission to gain virtual access to a customers computer.

After that, our support technician will work with the customer to determine what files the customer would like to save, how often the backups should be run, and other details. Finally, the customer is shown how to access the easy-to-use Web Console interface in order to change settings or restore backups at a later date.

At this point, the process is complete and your customer can now relax, confident that no mater what happens to their data on their end, there will always be a remote, up-to-date copy of all their vital data stored safely away for them. They will also rest easy knowing that a Dataprotect customer support technician is available 24/7 to help with a partial or complete data restore. If remote assistance seems like too much of an intrusion into a customer's privacy they can forgo this method and install and set up the Dataprotect software themselves. We will be offering a free "How To Set Up" tutorial video which will walk a customer through a typical installation and configuration.

Dataprotect Web Console Interface

Turn-Key Opportunity for Service Providers.

There is no question that the need for secure backup services is growing everyday. With more computers coming online and even more critical data being created daily in the work place and at home it's a revenue stream that's rising fast. You are now seeing television commercials now for data back up services like Mozy and Carbonite but they do not provide the same level of personal service that Dataprotect does.

Today only Dataprotect offers online virtual remote setup support for its secure data backup service. But that's only part of the package. Dataprotect is priced lower than most of the competition and more importantly its wholesale pricing is set to make it a worthwhile product to offer your customers. The value to you as a reseller is significant, and our trained support staff is there every step of the way. Aside from a steady source of income, you are providing an invaluable service to your customers. There could easily come a day when one of your customer suffers a serious data loss and they'll feel confident and thankful that you provided this important service.

Dataprotect support doesn't stop there. For a fee we can provide sales literature and billing stuffers to help you promote Dataprotect to your customer base. We can rebrand the literature with your company logo and contact information too. We are also happy to work with you directly to customize a marketing program to suit your specific needs. The way we see it, data back up services are rather ubiquitous. Dataprotect gives you the edge with outstanding support, ease of use and superior value.

We invite you to give us a call and let us answer any questions you may have.

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GLC is a facility-based broadband network and switching infrastructure company that accommodates modern and efficient deployment of a variety of voice, video and data services. GLC was organized as a for-profit Michigan corporation in 1996. Its shareholders are independent telephone companies operating throughout Michigan, some of which have more than a century of telecommunications experience.

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