



BUSINESS / TECHNOLOGY STORY

Make The Switch:

Why Businesses Should Transition NOW

From Legacy Tape Backup To Automated Online Backup

Just in case you weren't aware, the legacy tape backup systems of the past years are rapidly fading away – just like when VHS began switching over to DVD. Now, automated online data backup services are taking their place. Is your company ready and up to speed with current technology? Companies need to make the transition now or risk leaving your business vulnerable for disasters.

Disasters can happen anywhere, anytime and they don't necessarily all come from "mother nature." Aside from a major catastrophic event like hurricanes, floods, tornadoes or terrorist attacks etc., there are less cataclysmic possibilities that can cause your business to have major downtime. Other situations such as fire, gas leaks, water leaks and power outages can make a building inaccessible for days. Theft or hackers can also be a threat and mess up things just enough to cause short term chaos.

Small and mid-sized businesses are at greater risk of losing their data than larger companies. Physical property can be replaced, but lost information is nearly impossible to recreate. After a disaster strikes, quick retrieval of a company's data is crucial to getting it back on its feet and back in business as soon as possible. Having quick access to your company's backed up data online will help keep your business operations running in any emergency situation. Even without a physical building, employees can work online from remote locations because access to the data is instant.

Online Data Storage is Fast and Efficient – No human intervention!

We now live in a digital world of global 24/7 business with instant online technology. Any interruption can put a company at a real disadvantage in the fast-paced, competitive global marketplace. That's why internet-based backup is becoming the ideal solution for businesses worldwide. Offsite building storage companies offer vault-type facilities that will protect backup tapes and paper records. But, today's current online backup technology is more efficient because it doesn't need frequent human intervention.

Online backup technology is safe and secure. All data is encrypted for the highest level of security. The U.S. government has been using this automated technology for more than a decade. Online backup eliminates the traditional costs of personnel, tapes, hardware, human error and shipping costs. to an offsite storage building. In addition, smaller companies that don't have large IT departments can still have the same efficient and secure backup technology as larger companies.

How Online Backup Works

Online data storage technology is completely automated and stored at an offsite data center. With most online backup services, special software is loaded onto your computer. The software will continuously run in the background, similar to anti-virus software, and indicated by an icon on your monitor. Through an automated process using designated settings, the service provider will perform a backup procedure automatically. Data from any size, small to large, is quickly and easily transmitted because only the changed data is sent for backup to the data center. Backups are usually performed daily and after business hours. “Mini-backups” can also be done anytime with a simple mouse click if critical data is being documented and there’s a higher risk of waiting until a later preset backup time.

How To Choose A Online Backup Service Provider

You can do an “online data backup” search on the internet or check your local business directories and publications for local providers. Which ever provider you choose, make sure their data center is completely secure (key card access and on-site 24/7 patrol), temperature controlled, at least 30 miles from your place of business and preferably bomb- and weather-proof. Additionally, look for providers that offer “managed” backup service which means they have a “hands-on” service approach with their customers. With a managed service, there should be some type of consistent communication between you and your service provider to verify successful backups. That could be a phone call or an automated e-mail message sent to the contact person in your company. This regular flow of communication will help eliminate any problems and flag you if something was missed or inconsistent in your backups. A managed service gives you that extra assurance that your data is safe.

Costs for online backup service can start as low as \$25.00 per month and go up from there. Pricing will be different for each company depending on the amount of data and frequency of backups. Compare costs with several providers and be sure check out how easy their system is to use. Ask for a list of their current customers and make a few calls to see how reliable they are.

Now is the time to make the switch – before a disaster strikes or technology leaves your business behind. And with current technology making it easier and faster with automated online backup, there’s no reason to be unprepared.

This article was written by Julie Savchenko, Public Relations Contact for London Computer Systems Inc. in Loveland, the developer of SOS Offsite Storage – an automated online backup storage and recovery service product. SOS was launched in 2000 and today manages offsite data storage for businesses nationwide. For more information, visit www.offsite-data-storage.com.