

## Data Loss Facts

If your company does not have a solid backup / business continuity plan in place, you could be at risk for losing critical data ...AND your business! Consider these facts:

- In the past two years, over 50 percent of businesses experienced an unforeseen interruption. The vast majority (81%) of these interruptions caused the business to be closed one or more days.<sup>1</sup>
- 80 percent of businesses suffering a major disaster go out of business in three years, while 40 percent of businesses that experience a critical IT failure go out of business within one year. In the case of fire, 44 percent of enterprises fail to reopen and 33 percent of these failed to survive beyond 3 years.<sup>2</sup>
- Companies are still failing to put strategic contingency plans in place. Analysts from Hughes Marketing Group have found that over the course of a month, 90 percent of small companies (fewer than 100 employees) spend less than 8 hours planning or managing their business continuity plans.<sup>3</sup>
- Vendors offering disaster recovery solutions have stated that between 60 and 70 percent of all problems that disrupt business are due to internal malfunctions of hardware or software, or human errors that may lead to fraud.<sup>4</sup>
- According to Timesavers International studies, the catastrophe most businesses experience is not fire, flood or earthquake, but rather something much more insidious - malware. In 2008, the United States was the top country for overall malicious activity, making up 23 percent of the total.<sup>5</sup>
- 93% of companies that lost their data center for 10 days or more due to a disaster filed for bankruptcy within one year of the disaster. 50% of businesses that found themselves without data management for this same time period filed for bankruptcy immediately.<sup>6</sup>
- Companies that aren't able to resume operations within 10 days of a disaster are not likely to survive.<sup>7</sup>
- Every week 140,000 hard drives crash in the United States.<sup>8</sup>
- 31% of PC users have lost all of their files due to events beyond their control.
- 34% of companies fail to test their tape backups, and of those that do, 77% have found tape backup failures.

(over)

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BUSINESS CONTINUITY SOLUTION



**TOTAL**  
COMMUNICATIONS, INC.

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**Innovative backup, server imaging and business continuity solution**

Considering the data loss facts shown here, every business should take a fresh look at their backup / business continuity plans. Total Communications can guide you through the process of developing a Business Continuity Plan, as well as putting a backup system in place.

With Total 360, you don't have to choose between onsite or offsite storage - we give you the best of both worlds! Total 360 combines an onsite appliance with offsite server imaging and virtualization. This hybrid backup approach gives you the ultimate in data security and availability:

- Backup of data, operating systems, drivers and software
- Customized back up intervals
- Remote and onsite emergency response
- Multiple levels of storage
- Simplified data recovery through web interface
- Daily backup checks

Don't be a statistic! Protect your business with a Total 360 backup, server imaging and business continuity solution! It's a 360° turnaround!

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**REFERENCES**

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