



Introduction

Peace of mind for critical data

The **risk of data loss** is critical to almost every type of business.

It should be the responsibility of **company directors** to oversee the design, enforcement, and verification of data backup and restore solutions within a company.

The issue of data backup falls into the **Disaster Recovery / Business Continuity** category. Until very recently this has been a wholly neglected issue within the SME marketplace.

Legislation and **compliance** requirements are highlighting these issues at director level.

Research by Computer Weekly showed that when 60,000 UK IT Budget Holders were asked to list new projects, the responses which appeared more than any other were security and disaster recovery. (Nicholas Enticknap: ComputerWeekly.com July 2005).

Online Data Backup completely removes the worry of data loss, ensuring your documents are available for instant retrieval at any time **24x7x365**

Backup & Running Plc provides a cost effective way to automatically backup encrypted data to our secure storage centres. More importantly, as part of the service we provide solutions to restore the critical data in the event of any issues as follows.

- ✓ Human Error (deleted files)
- ✓ IT hardware failure
- ✓ IT Software failure
- ✓ Fire, Flood, Theft
- ✓ Criminal Damage
- ✓ Natural disasters
- ✓ Terrorism

This means your customers have **less to worry about** and can **focus on their core business**.

The Backup Service

Powered by industry leading software from **Attix5** (used by Price Waterhouse Coopers).



Secure - No raw data ever leaves the PC / Server, High level security (448 bit Blowfish Encryption + 128 bit SSL Tunnelling)



Automated - Incremental backup (only sends data that has changed).
Scheduled as required (hourly / daily)



Offsite - 2 secure data centres (Telecity – Manchester & Energis – Leeds)
High Availability: Raided & Mirrored - New HP servers and arrays.

The Restore Service

Data can be restored online from any location worldwide with a web browser and Internet connection. As part of our service, support is available if needed. A complete copy of your data can be downloaded to a portable server and delivered to site.

Customer Benefits

- **Protects businesses against loss of data & gets them Backup & Running to keep their business running smoothly.**
- **No Downtime:** Simple to install & use.
- **Grows as data grows without investment in new technology:** Scalable 1mb – 1TB+
- **Keep working whilst backing up** Adaptable to backup live and open files with plug-ins for Exchange, SQL, and Oracle etc.
- **No need to repeat a full days work.** Efficient software allows incremental backup so only sends the data that has changed which means users can backup several times a day.
- **Allows users to focus on core business.** Automated service doesn't require any ongoing interaction by the user. It remembers to backup your data so you don't have to.
- **One thing less for your customer to worry about.** Managed service by Reseller / Backup & Running specialist technical support team.
- **Customers don't have to worry about their data falling into the wrong hands.** Security features ensure that data can not be accessed (not even by us, due to encryption keys set by customer). Security levels are higher than Internet banking.
- **Provides piece of mind that your data is secure offsite !**