

## PROTECT YOUR ENDPOINT DATA WITH CLOUD BACKUP

Backing up sensitive data from all endpoints (both on-premises and remote) is crucial to prevent your business from experiencing a data loss incident.

Here are the facts:

### DATA: YOUR MOST VALUABLE ASSET!

Humans produce **2.5 quintillion bytes of data every day**.<sup>1</sup> That's a lot of information! However, having a poor backup strategy can wipe out your portion of this data in a single click. Without data, would your business still function?

20%

Close to 20% of SMBs do not have any backup solutions in place.<sup>2</sup> Are you just a few steps away from a major data loss incident?

43%

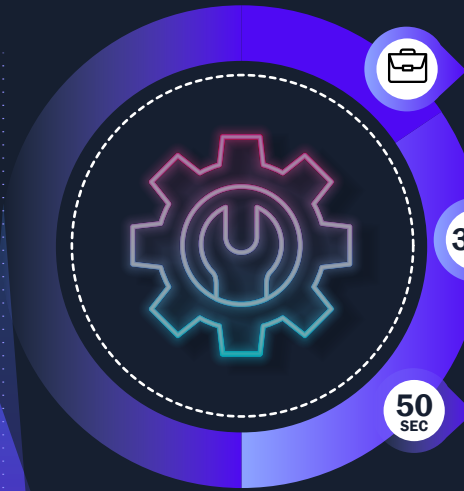
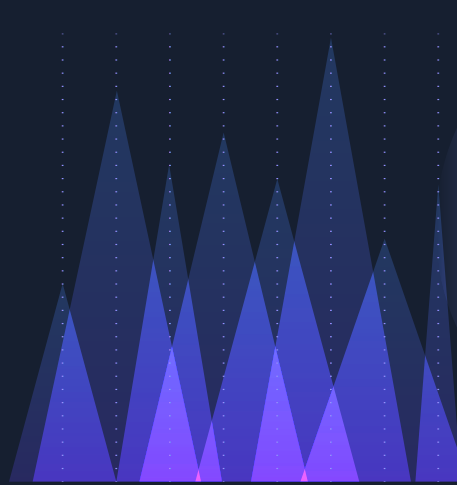
The most expensive component of a cyberattack is data loss, which represents 43% of costs.<sup>3</sup> Data loss can burn a hole in your pockets and your business!

\$146

The average cost per lost record in 2020 was \$146.<sup>4</sup> Beware, this number is increasing every year!

### HARDWARE & SYSTEMS AREN'T FAIL-PROOF

How will you tackle a situation of hardware failure, software corruption or a stolen device?



About half of businesses cited software corruption to be a major hurdle in data protection.<sup>5</sup>

35% Hardware failure caused an incident for over 35% of SMBs.<sup>5</sup>

50 SEC A laptop is stolen almost every 50 seconds.<sup>6</sup>

### DATA LOSS RISKS: REMOTE & MOBILE WORKFORCE

Do you know the vulnerabilities and risks associated with all your decentralized endpoint data?

Take a look at the risks:

41%

At least 41% of employees will work remotely post-pandemic.<sup>7</sup>

41%

Nearly half of executives claimed that poor email practices by the remote workforce led to data loss.<sup>6</sup>

41%

One-third of employees carelessly transfer company documents to their personal devices.<sup>2</sup>

41%

About 70% of employees have accidentally deleted work data.<sup>2</sup>

### COSTLY CONSEQUENCES OF DATA LOSS

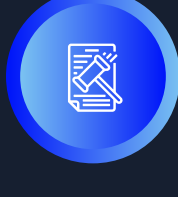
Losing data doesn't just mean your information is gone. Even if data disappears, the aftermath of loss lingers long after the incident.



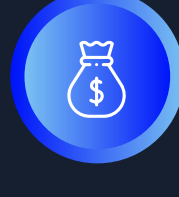
**DISRUPTIONS IN PRODUCTIVITY:** Companies hit by an incident face an average of close to 200 hours per year of downtime.<sup>8</sup>



**LOSS OF CUSTOMER TRUST:** One-third of customers will end their association with a business following a major data loss incident.<sup>8</sup>



**REGULATORY PENALTIES:** Failure to protect data can draw a fine worth 2% to 4% or more of company turnover.<sup>9</sup>



**NOTIFICATION & LITIGATION COSTS:** The cost for notification of a data breach in 2020 was \$240,000 or 6% of the total cost.<sup>4</sup>

### THE ANSWER: FLEXIBLE CLOUD BACKUP SOLUTIONS

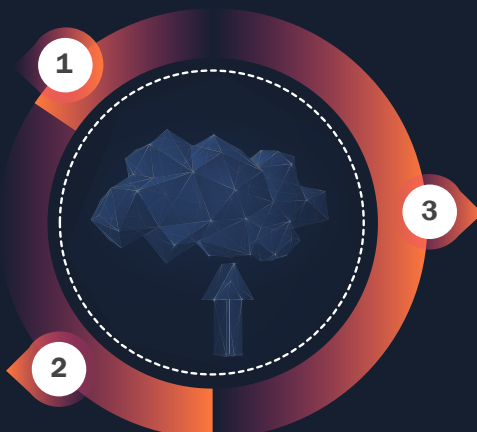
Data loss can happen at any moment. With our preventative solution, you can reap benefits like:

#### BACKUPS FOR YOUR WORKFORCE

It doesn't matter where your workforce is, you can seamlessly back up their data using cloud backup.

#### FAST & FLEXIBLE FILE RECOVERY

You can easily recover your employees' data at any time. If they lose or damage their device, the data can be recovered from a different workstation.



#### CONTINUAL & AUTOMATED OPERATION

Data from your business endpoints are backed up to the cloud automatically and continuously, whenever those endpoints are connected to the Internet.

Sources: 1. Techjury.net | 2. Help Net Security Magazine | 3. State of Cybersecurity Report

4. IBM Cost of Data Breach Report | 5. ISG Report | 6. Forbes.com 7. Gartner Report

8. IDC Report | 9. GDPR Survey

**YOUR FIRST STEP TO A ROBUST CLOUD BACKUP AND DATA PROTECTION SOLUTION BEGINS WITH A SIMPLE EMAIL TO US.**

**CONTACT US TODAY!**

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