

What happens when you lose your data?

The statistics for data loss are quite alarming. Most of the data loss research available has been completed in the US, however, these statistics translate well for both Ireland and UK marketplaces.

Online backup is the most cost effective way to prevent data loss within your organisation for a number of reasons:

- There are no upfront capital costs for online backup as there are for more traditional tape based approaches.
- You only pay for what you use with online backup services.
- You do not have to pay a backup operator (admin personnel, IT provider) to change tapes and take them home.
- Online backup is fully automated.
- Encrypted data means that security breaches are far less likely.

Data Loss Facts:

- U.S. businesses lose over \$12 billion per year because of data loss.
 - Hardware or system failure accounts for 78% of all data loss.
 - Human error accounts for 11% of all data loss.
 - Software corruption accounts for 7% of all data loss.
 - Natural disasters account for only 1% of all data loss.
 - More vital data is being stored in smaller spaces.
 - Instant access to electronic data has become more crucial in day-to-day business.
 - Disaster prevention and recovery plans are often overlooked or outdated.
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- 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. *(Source: National Archives & Records Administration in Washington)*
 - File corruption and data loss are becoming much more common, although loss of productivity continues to be the major cost associated with a virus disaster. *(Source: 7th Annual ICSA Lab's Virus Prevalence Survey, March 2002)*
 - The average company spends between \$100,000 and \$1,000,000 in total ramifications per year for desktop-oriented disasters (both hard and soft costs.) *(Source: 7th Annual ICSA Lab's Virus Prevalence Survey, March 2002)*
 - In addition to being more prevalent, computer viruses were more costly, more destructive, and caused more real damage to data and systems than in the past. *(Source: 7th Annual ICSA Lab's Virus Prevalence Survey, March 2002)*
 - Of those companies participating in the 2001 Cost of Downtime Survey: 46% said each hour of downtime would cost their companies up to \$50k, 28% said each hour would cost between \$51K and \$250K, 18% said each hour would cost between \$251K and \$1 million, 8% said it would cost their companies more than \$1million per hour. *(Source: Ontrack - 2001 Cost of Downtime Survey Results, 2001)*
 - At what point is the survival of your company at risk? 40% said 72 hours, 21% said 48 hours, 15% said 24 hours, 8% said 8 hours, 9% said 4 hours, 3% said 1 hour, 4% said within the hour. *(Source: Ontrack - 2001 Cost of Downtime Survey Results, 2001)*

[Source: [ADR Data Recovery](#)]

These figures may be from the US but they are equally as startling if converted to Euro. It is our

experience that many companies still do not have adequate backup protection, OR, worse still, believe that they have adequate protection when actually they don't.

Don't let your business become a statistic. [Call us today.](#)

We can provide you with a free backup report that tells you whether you are fully protected or not. It will take 10 minutes of your time and could mean the success or failure of your business. [Call now](#)