

# technology times

**If Disaster Strikes,  
How Fast Could Your  
Company be Back up  
and Working?**

**A Backup  
Plan You're  
Sure to Fall In  
Love With**

**3 Common  
and Costly  
Mistakes  
with Online  
Backups**



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# STUART'S <sup>03</sup> CORNER

“ As a business owner, you don't have time to waste on technical and operational issues. That's where we shine!”



Hi and welcome to the second edition of this newsletter for 2016. In this edition the theme is around disaster recovery and business continuity. This is an area that is a major foundational pillar for any successful IT infrastructure. It is an area I have personally worked with (and made mistakes) over most of the 18 years I have been doing IT consulting in Hong Kong. We have a guest article from Stuart Somer, a long time client and Asian compliance expert. One of the key lessons learned which is both practical and more increasingly a requirement from stakeholders is to test ... test ... test. After that test ... monitor ... test.

While I like the concept of set and forget, unfortunately reality tends to take its own course. Monitoring the ongoing backup and DR systems is crucial and also important is to regularly review the entire process to ensure nothing has changed. If you move to new key systems, change where key data is saved and then not modify the DR and backup processes you might be in for a shock if you ever need to call on it. In this case IT and Management must work together and ensure that the everyone is heading in the same direction.

On a separate note, we have started publishing a security tip of the week on our web page, as well as cross posting to linkedin, facebook and twitter. These are designed to be simple tips that are either targeted for home or for work to help everyone stay safer online. Please feel free to check it out and provide feedback.

Stay Safe Online and see you next time.

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# If Disaster Strikes, How Fast Could Your Company be Back Up and Working?

**Y**ou hear it all the time from us—back up your data, keep your virus protection current, and install and maintain a firewall to protect yourself from hackers and other online threats.

However, while these precautions will certainly help you avoid problems, they CAN'T do anything if you don't have a good backup and disaster recovery plan in place.

## Are You A Sitting Duck?

We all know that an ounce of prevention is worth a pound of cure; yet, disaster recovery planning often takes a distant second to the daily deadlines and pressures of running a business.

That means that most businesses, including your own, may end up offline and without your data after a simple lightning storm.

**Don't think that could ever happen to you?**

Consider this: "data-erasing disasters" can also take the form of office fires and broken water pipes, not just earthquakes, floods and tornadoes. If a fire started in your building, the parts that weren't burned beyond recovery would probably be destroyed by the firemen's efforts. But even more common is software corruption, hardware failures and human error!

## Disaster Recovery Questions You Need To Answer

A disaster recovery plan doesn't have to be complicated, time-consuming or expensive. Start by asking yourself the following questions...

1. Do you back up your company's data daily to both an onsite and offsite location?
2. Are you absolutely certain that your backup copy is valid, complete and not corrupt? How do you know for sure?
3. If disaster strikes, HOW would you get your data back, and how long would it take? In many cases it takes days and often weeks; what would you do during that period of time?
4. Do you have copies of all the software licenses and discs in a safe location that could be accessed in the event of having to rebuild your server?
5. Would you and your employees have a way to access your network remotely if you couldn't get to the office?
6. Do you store important passwords in a secure place that company officers can access if you are unavailable?
7. Do you have a UPS (uninterruptable power supply) device in place to keep your network and other critical data operations running during a power outage?

This is NOT a complete list, but it is a good start to get you thinking in the right direction.







## 3 Common and Costly Mistakes with your Online Data Backups

Offsite backups have been touted in the past few years as the answer to everyone's bad habit of not doing backups. Once signed up for an online service it's easy to 'set it and forget it,' but too many businesses don't know what they are buying and end up paying a lot more than they should. They also end up shocked when they discover they weren't backing up the right files or that they can't restore the files as quickly as they had hoped.

If you want to make sure you don't get burned by online backup, avoid these 3 common mistakes:

**Mistake #1:** Not choosing an online backup service that offers a file versioning feature

In the old days of tape backups when a proper tape rotation was used, it would be possible to go back to a specific version of a file from different time periods. In other words it was possible to restore a spreadsheet you worked on last night and three weeks ago.

Most online backup services only back up the last version of a file; so make sure you choose one that features file versioning and configure it for 60-90 days of versioning on files that are frequently used.

**Mistake #2:** Backing up everything

In most cases, only data files need to be backed up. Some business owners accidentally select their whole server and/or computer when beginning the process and end up paying to back up files and programs that do not need to be copied. This can lead to much higher monthly charges with no added benefit. It's often best to have a professional help you set up your backup criteria the first time to make sure you're not missing files or data that might be buried a few levels deep—or backing up unnecessary files.

**Mistake #3:** Not having a local backup

Online backup services are great as a daily backup and eliminate the headache of changing tapes, disks, etc. However, if you only have an online backup, it can take a few hours to a few weeks to fully download your data back onto your server. That's why it's always a good idea to have a current local backup using inexpensive hard disks or other mediums. Aside from being able to retrieve data a lot more quickly from your local backup, it can make the process of rebuilding an entire system a lot faster and less painful.

# A Backup Plan You're Sure to FALL IN LOVE WITH

**I**n today's fast-paced, data-driven world, backups are mission critical to your company's survival and success.

Yet your data may be just one damaged drive, lost laptop, natural disaster, accidental deletion, malware attack, equipment failure, power spike or petty theft away from a profit-sucking, heartbreaking disaster.

So what measures must you take to keep your data safe, secure and where you need it, when you need it? While there's no one-size-fits-all-guns silver bullet, there are some general principles to be aware of.

## Image-Based Backups

An image-based backup or "clone" serves like the spare tire for your car. If you get a flat, the spare will get you to a tire shop.

If the hard drive on any device in the network goes kablooeey and its user is in a time crunch to complete a project, an image-based backup allows them to get right back to where they were. It saves all files, apps and settings that were on that device, exactly the way were at the time of the last backup. And generally, that means the user can get right back to work with no need to reconfigure everything all over again.

But, just as a spare tire isn't designed for long road trips, an image-based backup may not perform as well as the original drive. It may, for instance, take a little longer to access data from the server, slowing down user workflow.

An image-based backup will be useful only to the extent that it has backed up data recently. For servers, daily or even multiple backups per day are recommended.

## Archive Backups

Archive backups don't replace image-based backups, but are an efficient way to reduce the size of these backups because they take less-frequently-used data off the main computer or server.

You can't reboot from an archive, but if you've accidentally deleted a file, you can retrieve it from an archive. If any device on the network goes down, you can simply plug the external hard drive into another computer and regain access to the archived files.



## Cloud Backup

Backing up to the cloud can serve as an alternative to a rotating off-site backup and eliminates the human component of having to remember to rotate drives. However, for complete protection, you'll want a cloud backup that makes a nightly copy of the image-based backup files. Should the absolute worst happen, the cloud backup image can be "spun up," allowing access to your applications and data using just about any computer or tablet.

Automated cloud backup systems offer a variety of feature sets. Some only back up files, while others back up entire image-based backups and can even spin them up. Select a system that's simple, continual, fast, secure, easy to restore from, inclusive of different devices and operating systems, cost-efficient and, most importantly, provides the kind of protection and redundancy you need for your operation to run even if things go south.

## A Fail-Safe System

So, can you rest assured that your company's backup system is built to minimize downtime in the event of data loss or equipment failure?

# Cyber Security Incident Response Plan

## What is it, and why do I need it?



**Stuart Somer**  
Director, Complyport (HK) Ltd

**T**he Cyber Security Incident Response Plan ("Plan") is an operational document which is gaining increasing importance amongst U.S. institutional investors conducting Operational Due Diligence ("ODD") on prospective Asian asset managers. A Plan describes the necessary recovery actions a manager must undertake to resume operations following significant cyber security incidents which

may have implications for the firm's continued operations, inter alia: (i) unauthorized computer access; (ii) breach of information confidentiality or loss of information availability; (iii) compromise of information integrity; (iv) service interruption to data, computer or network; (v) misuse of service, systems or information; or (vi) physical or logical damage to systems.

A Plan seeks to triage cyber security breaches, failures and related incidents by categories (high, medium and low) and provide specifically enumerated pathways towards their prompt resolution, and considers implications to a manager with respect to various broad topics including ("Incidents"): (i) reputation (headline risk / investor trust/ regulatory breach); (ii) security of critical data (client data / trade data / internal research / proprietary algorithms); (iii) ongoing ability to execute trades; (iv) loss of technology (incident that disables or destroys the entire computer room facility or its processing capacity); and (v) key man risk. The Plan is intended to assist a manager's triaging multiple events occurring concurrently, and then provide specific response methods for their resolution, with an emphasis on seeking to avoid an interruption in the manager's activity.

A properly written Plan will consider the following items concerning an Incident:

1. What has occurred;
2. Who is involved;
3. What is the scope;
4. What is the urgency;
5. What is the impact thus far;
6. What is the projected impact;
7. What can be done to contain the Incident;
8. Are there other vulnerable or affected systems;
9. What are the effects of the Incident; and
10. What actions have been taken.

Thereafter a Plan seeks to facilitate a company's resumption of business by identifying, removing and/or repairing the vulnerability causing it, which may involve, inter alia: repairing facilities; purchasing additional equipment or services; employee hiring or training; reviewing and revising procedures and practices. The Plan will address other key considerations including disclosure of the event to regulators and investors, data and system recovery strategies, use of a commercial hot site (where specified) or the manager's overseas office (as applicable), and manual implementation of significant operational matters as a temporary measure.

Thereafter a Plan will provide guidance on recovery and resumption of operations as soon as practicable, and accordingly should address the following objectives:

1. Provide an organized and consolidated approach to managing initial response following an unplanned incident or business interruption, avoiding confusion and reducing exposure to error;
2. Understand the scope of the incident, its remedy and expected completion time and of the same to senior management, to operational staff, service providers and where required, clients and regulators.
3. Recover essential business operations in a timely manner.
4. Provide for the ability to review, revise, or argument internal processes, equipment, service providers or otherwise to avoid a recurrence of the same.

It is possible that as one element of institutional investor ODD, such Plan will be reviewed, and further questions will be asked regarding Business Contingency Planning ("BCP") arrangements generally, and whether or not the firm has recently or ever conducted any kind of data recovery or other exercise drill. It is therefore suggested that managers review their existing BCP arrangements and consider preparation of a Plan.

Stuart Somer is a principal of Complyport Hong Kong, which provides regulatory and compliance advisory services to the Asian Offices of multi-jurisdiction fund managers and institutional securities brokers. Mr. Somer has 18 year's experience in regulatory and compliance law in Asia and the US. Mr. Somer attended Vanderbilt University in the US, holds a JD and MBA, and is a qualified lawyer.



**COMPLYPORT**  
COMPLIANCE LEADERSHIP



# What are the Important Components of Disaster Recovery Planning

**"We strongly suggest that organizations have a backup and recovery plan. A large percentage of businesses go out of business if they lose access to critical data and systems for a significant amount of time." - Aya Gale**

## What is StorageCraft's history in Disaster Recovery?

Since its founding in Utah in 2003, StorageCraft has become an international company and one of the most trusted names in the backup and disaster recovery market. The company's award-winning products are being used in more than a million computer systems and servers, with sales taking place on six continents. StorageCraft now employs nearly 300 staff in the United States, Europe and the Asia/Pacific region. Our flagship product is StorageCraft ShadowProtect, which backs up and recovers Windows and Linux systems and virtual and physical environments.

## What is the difference in StorageCraft's approach to Disaster Recovery?

StorageCraft focuses on the end to end solution, from local backup and recovery to remote disaster recovery. Our users don't need to rely on others to provide the full set of tools to protect data. We also have a great tool called ShadowControl to allow users to look at their entire estate to ensure things are working correctly.

## What are the greatest benefits that a customer can derive from using StorageCraft in their Disaster recovery plan?

Well, the simple answer is StorageCraft just works. When we ask our partners if StorageCraft ShadowProtect has ever failed when you really need to recover? The answer we hear over and over is "no". Our partners know this, and this is what keeps them very loyal to us even when new players enter the market.

If there was one piece of advice that you would give to a client or non-client, what would it be?

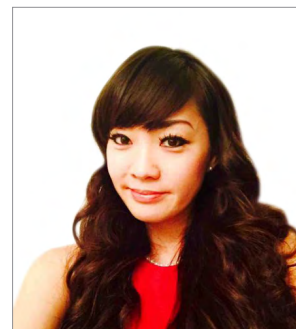
We strongly suggest that organizations have a backup and recovery plan. A large percentage of businesses go out of business if they lose access to critical data and systems for a significant amount of time. But in addition to having a plan, you must successfully test that your backup solution works and you can recover if needed.

## Are there any other areas of Disaster Recovery that companies should be addressing?

It's important to remember there is no such thing as a small disaster. When we think of "disasters" we often think of major catastrophic events such as floods, fires, earthquakes, etc. However, statistically speaking nearly 80% of downtime comes from common, everyday occurrences such as operational errors or application failures. You don't need a major catastrophic event to require rapid data or system level recovery. All companies should be addressing their disaster recovery plans and ensuring their recovery solutions are simple, reliable, and easy to recover from in the event of an emergency – big or small.

## How does StorageCraft see the future of backup with the rise in cloud computing and the abundance of cloud backup solutions?

StorageCraft sees rapid growth in cloud-based backup and disaster recovery capabilities, particularly with its own custom-built disaster recovery Cloud Services offerings with complete virtual failover in the cloud. That said, there will always be the need to protect mission-critical data and systems both on- and off-premises. There is also an increasing demand to provide protection with new Cloud-to-Cloud backup solutions for those who choose to create, edit, and store mission-critical information in the cloud. At StorageCraft, we realize many companies utilize the best of both worlds to meet their business goals and objectives. That's why a robust hybrid solution that supports both on- and off-premises backup and recovery is key.

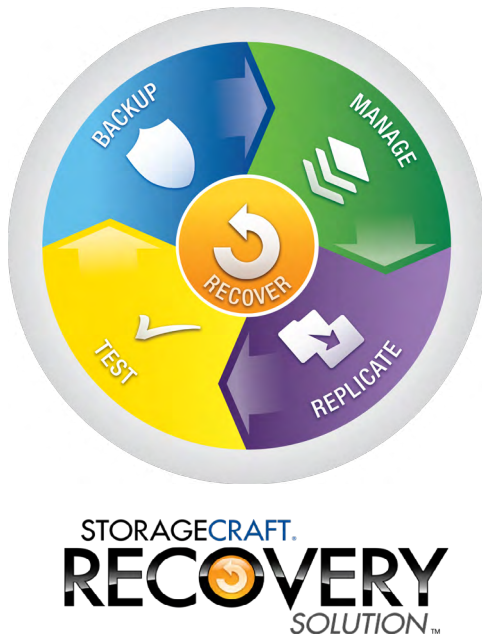


**Aya Gale**  
Asia-Pacific Regional Sales Manager  
StorageCraft Technology Corporation





# FEATURED PRODUCTS



**S**torageCraft® Recovery Solution™ is a suite of software and services that helps you recover every time, everywhere—whether your IT environment is Windows or Linux, virtual or physical. The StorageCraft Recovery Solution works as an integral part of your overall business continuity plan by protecting your systems, applications, and data from any disaster, large or small.

## The Five Fundamentals of StorageCraft Recovery Solutions

### Backup

Take image-based backup of everything, including operating system, applications, settings, and data.

### Manage

Taking control of your backups ensures they'll work when you need them and won't eat up your precious storage space.

### Replicate

Duplicating your backups to another location guarantees that you can access them, even if your local versions are destroyed.

### Test

Checking backup integrity and confirming that your recovery plan works will ensure you'll be ready when disaster strikes.

### Recovery

Getting your business running again immediately following a disaster is the whole point.

<https://www.storagecraft.com/products/overviews/storagecraft-recovery-solution/>

## THE LATEST TECHNOLOGIES



**B**ackup Plus Ultra Slim is one of Seagate's thinnest portable drives making it light and easy for travel. The drive measures just 9.6mm thin and employs Seagate's latest 2.5-inch HDD technology. It comes in either 1TB or 2TB capacities and bundled with 200GB of free Microsoft OneDrive cloud storage, Lyve software compatibility, and Seagate's Dashboard software for scheduling automatic backups.

<http://www.seagate.com/as/en/products/laptop-mobile-storage/laptop-external-drives/backup-plus/>



**A**SUS MB169B+ is the world's slimmest and lightest companion display, ideal for a simple on-the-go dual monitor and mobile presentations. This 15.6" Full HD portable USB-powered monitor features a single USB 3.0 cable for power and data transmission. This comes with an auto-rotating display bundled with the ASUS Smart Case - a two-way adjustable stand and protective sleeve. The MB169B+ also features ASUS EzLink technology that offloads graphics processing from the PC to dedicated hardware in the monitor.

<https://www.asus.com/Monitors/MB169BPlus/>



## Your Chance to **Win A Trial of the Velocity Technology Offsite Backup Service**

Velocity Technology is giving you the chance to win a free 3 month trial of the Velocity Offsite Backup service. This free 3 month trial includes backup for up to 1Tb of your data that will be encrypted and stored in one of our data centres. A web interface is available to view your data and selectively restore a file or folder of your information. This prize is valued at HK\$12,000 and the winner will be drawn at random from all the entrants.

Velocity Technology offers this offsite backup service to all of our clients as part of our Business Continuity consulting services. Our offsite backup service gives you a secure extra copy of the data that your business runs on so that a disaster such as an office fire will not destroy your data and your business!

To enter this prize draw simply email your details to: [offsitebackup@velocity-technology.com](mailto:offsitebackup@velocity-technology.com) and we will randomly draw and publish the name of the winner in the next Velocity Technology newsletter.

### Terms and Conditions

The prize draw result is final and no correspondence will be entered into. The winners name will be published in the next issue of the Technology Times newsletter. The prize cannot redeemed for cash and is not transferable to any other party.





## FREE 1 Hour IT Review for Your Business

Velocity Technology can provide qualifying businesses with a free 1 hour initial consultation to assess your current IT systems. We can examine your current IT systems and highlight any areas that could affect your business continuity or the productivity of your staff.

This is the perfect time to evaluate the state of your IT systems and position your company for increased efficiency and effectiveness in 2016!

Contact us today by emailing: [itreview@velocity-technology.com](mailto:itreview@velocity-technology.com)

Or call us on **+852 2915 5096**



"That's usually not a good sign."



"Yeah, I think it's a hardware problem."

## Business Humour

Robert, who was 6 years old, was looking at the ripe red tomatoes growing in Farmer White's garden.

"I'll give you my 2 pennies for that tomato," said Robert, pointing to a beautiful, large, ripe fruit hanging on the vine.

"No, I can't do that," replied Farmer White. "I can get a dime for a tomato like that one."

So Robert pointed to a smaller green tomato: "Will you take 2 pennies for that one?"

"Oh, yes," answered the farmer, "I'll give you that one for 2 cents."

"Okay," said Robert smiling, sealing the deal by putting the coins in the Farmer White's hand,

"I'll collect it in a week's time."

## Have a Chance to Win a HK\$200 ParknShop Gift Voucher

For this issue of the newsletter we will give away a HK\$200 ParknShop Gift Voucher to the first correct email sent to [trivia@velocity-technology.com](mailto:trivia@velocity-technology.com).

The question for this issue is: What is the first cable funicular in Asia and one of the steepest and oldest cable railroads in the world?

**Email us now with your answer!**



Velocity Technology provides first-class IT services to businesses that are looking to take advantage of new opportunities. With IT services that are matched to meet the specific needs of your business, you can enjoy the advantages of technology without the stress it often creates. Infrastructure Services include:

### Managed Services



Transfer the day-to-day management of your technology to us.

### Virtualization



Make the move to a more dynamic infrastructure through Virtualization. Let Velocity show you how.

### Security



Protect your network from the online threats that could literally put you out of business before it's too late.

We have been in business in Asia since 1998.

Our team is made up of expatriates from Canada and Australia and the best local talent in Hong Kong and Manila.

**We're small enough to care:** Flexible and familiar.

**We're big enough to be effective:** With a management team who have either worked in Fortune 500 companies or advised local listed companies, but have the desire and drive to go out on our own.

**Benefit from sensible approach to IT:** Common sense and a clear view of what works and what doesn't.

### Other Services & Solutions

Cloud Solutions  
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Hosted Solutions  
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Offshore Software Development and Support

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