

# “The 10 Disaster Planning Essentials For A Small Business Network”

If your data is important to your business and you cannot afford to have your operations halted for days – even weeks – due to data loss or corruption, then you need to read this report and act on the information shared. A disaster can happen at any time on any day and is likely to occur at the most inconvenient time. If you aren't already prepared, you run the risk of having the disaster coming before you have in place a plan to handle it. This report will outline 10 things you should have in place to make sure your business could be back up and running again in the event of a disaster.

- 1. Have a written plan.** As simple as it may sound, just thinking through in ADVANCE what needs to happen if your server has a meltdown or a natural disaster wipes out your office, will go a long way in getting it back fast. At a minimum, the plan should contain details on what disaster could happen and a step-by-step process of what to do, who should do it and how. Also include contact information for various providers and username and password information for various key web sites. Writing this plan will also allow you to think about what you need to budget for backup, maintenance and disaster recovery. If you can't afford to have your network down for more than a few hours, then you need a plan that can get you back up and running within that time frame. You may want the ability to virtualize your server, allowing the office to run off of the virtualized server while the real server is repaired. If you can afford to be down for a couple of days, there are cheaper solutions. Once written, print out a copy and store it in a fireproof safe, an offsite copy (at your home) and a copy with your IT consultant.
- 2. Hire a trusted professional to help you.** Trying to recover your data after a disaster without professional help is business suicide; one misstep during the recovery process can result in forever losing your data or result in weeks of downtime. Make sure you work with someone who has experience in both setting up business contingency plans (so you have a good framework from which you CAN restore your network) and experience in data recovery.

3. **Have a communications plan.** If something should happen where employees couldn't access your office, e-mail or use the phones, how should they communicate with you? Make sure your plan includes this information including MULTIPLE communications methods.
4. **Automate your backups.** If backing up your data depends on a human being doing something, it's flawed. The #1 cause of data loss is human error (people not swapping out tapes properly, someone not setting up the backup to run properly, etc.). ALWAYS automate your backups so they run like clockwork.
5. **Have an offsite backup of your data.** Always, always, always maintain a recent copy of your data off site, on a different server, or on a storage device. Onsite backups are good, but they won't help you if they get stolen, flooded, burned or hacked along with your server.
6. **Have remote access and management of your network.** Not only will this allow you and your staff to keep working if you can't go into your office, but you'll love the convenience it offers. Plus, your IT staff or an IT consultant should be able to access your network remotely in the event of an emergency or for routine maintenance. Make sure they can.
7. **Image your server.** Having a copy of your data offsite is good, but keep in mind that all that information has to be RESTORED someplace to be of any use. If you don't have all the software disks and licenses, it could take days to reinstate your applications (like Microsoft Office, your database, accounting software, etc.) even though your data may be readily available. Imaging your server is similar to making an exact replica; that replica can then be directly copied to another server saving an enormous amount of time and money in getting your network back. Best of all, you don't have to worry about losing your preferences, configurations or favorites. To find out more about this type of backup, ask your IT professional.
8. **Network documentation.** Network documentation is simply a blueprint of the software, data, systems and hardware you have in your company's network. Your IT manager or IT consultant should put this together for you. This will make the job of restoring your network faster, easier AND cheaper. It also speeds up the process of everyday repairs on your network since the

technicians don't have to spend time figuring out where things are located and how they are configured. And finally, should disaster strike, you have documentation for insurance claims of exactly what you lost. Again, have your IT professional document this and keep a printed copy with your disaster recovery plan.

**9. Maintain Your System.** One of the most important ways to avoid disaster is by maintaining the security of your network. While fires, floods, theft and natural disasters are certainly a threat, you are much more likely to experience downtime and data loss due to a virus, worm or hacker attack. That's why it's critical to keep your network patched, secure and up-to-date. Additionally, monitor hardware for deterioration and software for corruption. This is another overlooked threat that can wipe you out. Make sure you replace or repair aging software or hardware to avoid this problem.

**10. Test, test, test!** A study conducted in October 2007 by Forrester Research and the Disaster Recovery Journal found that 50 percent of companies test their disaster recovery plan just once a year, while 14 percent never test. If you are going to go through the trouble of setting up a plan, then at least hire an IT pro to run a test once a month to make sure your backups are working and your system is secure. After all, the worst time to test your parachute is AFTER you've jumped out of the plane.

**Want Help In Implementing These 10 Essentials?  
Call Us For A FREE Disaster Recovery Audit – a \$300 value.**

**At no charge, a security specialist will come on site and...**

- Audit your current data backup and security procedures, including tape rotation and maintenance schedule to see if ALL of your data really is being backed up in a secure, and in a format that can easily be restored.
- Audit your current offsite backup system and provider to see if they could **guarantee you a fast, safe recovery of your data** – there are actually 5 key characteristics and systems to demand from any offsite backup company;

if they don't meet every one, you're in for a big, unpleasant surprise if you ever had to do a major restore and rebuild of your server and network.

- Review your current procedures for onsite backups. Many people don't realize they damage their disks (and thereby corrupt their data) by improperly caring for their storage devices.
- Check your network backups to make sure they are *accurately* backing up all of the critical files and information you would NEVER want to lose.
- Present a simple and easy to understand chart that will detail the makeup of your data, including the age and type of files you are backing up. Why should you care? Because many companies inadvertently use valuable computer storage to back up their employees' personal MP3 files and movies.
- Discuss current data protection needs and explain in plain English where your risks are. We know everyone has a different level of risk tolerance, and we want to make sure all the risks you're taking with your data are by choice not because of miscommunication or accident.

**Depending on what we discover, we'll either give you a...**

**...clean bill of health or reveal gaps in your disaster recovery plan that could prove catastrophic.**

If it's appropriate, we'll provide you with an action plan for further securing your data with our Total Recall Disaster Recovery Solution.

## “But I Don’t Need a Free Disaster Recovery Audit Because My IT Guy Has it Covered...”

Maybe you don’t feel as though you have an urgent problem that needs to be fixed immediately. Maybe you think your data is perfectly safe. Many of our current clients felt their data was safe until it became necessary for them to RESTORE their data.

Unfortunately, that is when most companies “test” their data backup and restore solution. We are helping companies like yours AVOID embarrassing and extremely costly data catastrophes like these:

“With our previous ‘IT guy,’ we thought we were backing up our data every night. But then we had a problem where we needed to retrieve data and realized **we hadn’t had a successful backup in months**. We lost a lot of important information that took us months to get back (and we never did get all of it back).”

“Since then we have had to restore lost data on a couple of other occasions and with ASC Total Recall we were able to restore the data quickly and without losing anything. With ASC Group, we have **peace of mind** that our systems, patient files, and other records will actually be available in case of disaster.”

“Now we know **our data is safe and secure**. What a relief!”



*Dr. Glynn Lewis, Owner,  
Marietta Podiatry*



## Why Trust Us?

There are a lot of companies offering offsite backup services, so what makes us so special? Why choose us over the dozens of other companies offering what appear to be the same services? I'm glad you asked because there are 5 BIG reasons to trust us with your data security:

1. Our state-of-the-art data center is equipped with redundant power and cooling with 99.999% uptime. With 24 x 7 x 365 multi-level security in place, your cloud data is locked down tight and protected from even the worst natural disasters—fire, flood, and theft. The data center has also undergone strict audits to ensure compliancy with federal standards, including Health Insurance Portability and Accountability Act (HIPAA) and Payment Card Industry (PCI) regulations.
2. We unconditionally guarantee the security and availability of your data or your money back. If the data is given to us, we will guarantee it will be available to you 24/7 or we'll give you your money back! Most remote backup services try to promote money-back guarantees, but if you read the small print, they only refund the last 3 months of service fees. We're willing to put our money where our mouth is and give you a full year's service fees back if we fail to make your data available.
3. We offer free help desk support for recovering files. Some companies charge you extra for this service, or don't offer it at all.
4. We offer disaster recovery services to restore your data if ALL of it is lost at one time. For a minimal fee, we can run your office virtually from a remote location while you get back on your feet. Most companies charge a ton for this, or they don't offer it at all. At no additional charge, we will work directly with your IT manager or network support consultant to get all of your data restored in the unfortunate event of a catastrophic loss.
5. We are a local company with a real, live office. That might not seem too unique to you, but what you don't realize is that some offsite data companies are made up of a couple of guys working from their bedrooms with no way of reaching them other than by e-mail or phone. We'll come on site, shake your hand, and buy you a cup of coffee. Wouldn't you rather deal with a local company that can meet with you face to face?

## **But Don't Take Our Word for It – Just Look What Our Clients Have to Say...**

### **“I don't have to worry at all about our data”**



“Although we are a small office, we store lots of confidential financial information from our clients. Needless to say, data security is critical to us. We are using Total Recall from ASC Group to ensure that our data is always protected from internal or external threats and is available to us no matter what. I don't have to worry at all about our data, and can focus on serving clients. I highly recommend using ASC Group's Total Recall to protect your business data.”— *Peter Green, CEO, Massie R&D Tax Credits*

### **“With Total Recall from ASC Group, we feel confident that we can serve our customers without fail”**



“We collect data from our customers' stores all over the country and then keep that data onsite at our office. Our biggest fear is that we will have a system failure and potentially lose files. Even losing only one day's worth of data is a huge deal for us.”

“When we started working with ASC Group, they recommended setting up a redundant system to back up our files onsite and then copy them to the cloud. We are doing that successfully now, and never worry about data loss. With Total Recall from ASC Group, we feel confident that we can serve our customers without fail—even if the worst should happen.” — *Joey Supple, IT Manager, Loyalty Lane, Inc.*

### **“ASC Group has always been very responsive to our technology challenges”**



“FQS is a small business and heavily dependent on our network for internal and remote users. ASC Group has been very responsive to our technology challenges, always listening to our desires and needs. ASC Group presents options to choose from and then implements the plan on schedule and within budget.” – *Angie Coley, Manager, FQS*

## **You Are Under No Obligation To Do Or Buy Anything When You Say “Yes” To A Free Disaster Recovery Audit**

We also want to be very clear that there are no expectations on our part for you to do or buy anything when you take us up on our offer.

As a matter of fact, I will give you my **personal guarantee** that you won’t have to deal with a pushy, arrogant salesperson because I don’t appreciate heavy sales pressure any more than you do.

However, I cannot extend this offer forever because time and staff limitations simply won’t allow it.

**In order to secure your Free Disaster Recovery Audit For Your  
Company, You MUST Respond On Or Before:**

**Date: June 15, 2016**

Spots ARE limited so act today. I regretfully will have to withdraw this offer and make it available for someone else if you are unable to respond on time.

### **Here’s What You Need To Do Now:**

**To schedule your FREE Disaster Recovery Audit, simply...**

1. Call our office at 770-924-9833, or





2. Complete and fax back the enclosed Fast Response Form, or
3. Go to our web site: [www.ascgrp.com/backup](http://www.ascgrp.com/backup)

We'll respond immediately to answer any questions you have and to schedule a convenient time for a senior technician to come on site.

Dedicated to serving you,

A handwritten signature in black ink that reads "Alan C. Adcock". The signature is written in a cursive, slightly slanted style.

Alan Adcock  
CEO

Automated Solutions Consulting Group, Inc. (ASC Group)

**P.S.** I want to be very clear that when you take us up on this offer, you are not obligated or *expected* to buy anything.

As a matter of fact, I will give you my **personal guarantee** that you won't have to deal with a pushy, arrogant sales person, because I don't appreciate heavy sales pressure any more than you do. So go ahead and call us to schedule your free audit now. You'll be glad you did!

**P.P.S.** If nothing else, you will be able to know for certain just how good your current backup system is. Just remember, you must respond by **April 15** in order to acquire this service.

### **Our 100% Peace Of Mind DOUBLE Guarantee:**

We Guarantee That Our Total Recall is the most secure, reliable, and economical way to back up your critical data that we are willing to put a DOUBLE guarantee on it.

Guarantee #1: If you find an equally secure and reliable way to back up your data, we'll match or beat the price.

Guarantee #2: We protect YOU with a \$1 million dollar errors and omissions insurance policy so if – in the *rare* chance – you are not able to recover your data



within 24 hours or less, we will refund every penny you've paid for our services from the beginning on our contract.