

**Most businesses
assume their
backups are
fine...**

**... until the day they have
to use them.**





ON PAPER,

**nearly everyone has
“backups.”**

**In real life, a lot of them
do not work the way
people think they do.**





A REAL BACKUP IS:

**A separate copy of
your data you can
restore when
something goes wrong.**



A backup *is not*:



Files saved on the same computer



A drive that stays plugged in



“We use the cloud” with no restore plan



Manual copying once in a while





DATA LOSS IS COMMON.

It happens from accidental deletes, bad updates, aging hardware, and simple mistakes.



The biggest damage is not technical.

Work stops.

Delays pile up.

People get

stressed.



Good backups are straightforward.



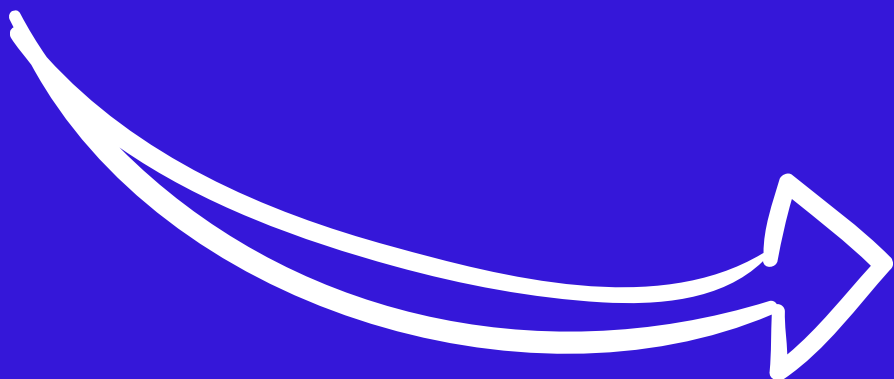
They run automatically



They live somewhere else



They restore fast





IF A FILE VANISHED TODAY,

do you know
exactly where
you'd restore it
from?





ONE COMMON MISTAKE:

Never testing restores.

If you have not restored data, you do not know if it works.



BACKUPS ARE NOT FLASHY.

 They do not raise sales or speed up workflows.

 But they do reduce risk and downtime..



What you really want is
confidence:

***Your business
can recover and
keep going.***



Need help
validating backups
for your Chicago
team.

Get in touch.

