

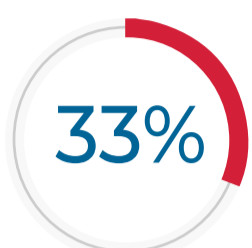
# WHY CLOUD DATA BACKUP IS IMPORTANT

We live in a digital world where information is at our fingertips and almost everything we do today is stored digitally. Unfortunately, our digital assets are under constant threat from hardware failures and human error, natural disasters and online dangers like ransomware. The risks of data loss are real and should not be ignored. If you haven't created a backup plan, don't wait. Backup today.

## HOW VULNERABLE IS YOUR DATA?



of data loss causes happened due to hardware failure



of folders are not protected in any way



of data loss incidents were caused by human error



of ransomware attacks resulted in data loss

## THUNDERSTORM, EARTHQUAKE, TORNADO, FIRE, AND OTHER NATURE DISASTERS WILL ALSO LEAD TO DATA LOSS



# REASONS TO BACKUP YOUR DATA

### PERMANENT DATA LOSS RISK

We all make mistakes. We delete a file we didn't mean to delete, or click on a link in a phishing email that erases our computer hard drives. When human error damages or deletes important data, having a backup can be your lifesaver.



### AUDITS, TAXES, AND ARCHIVES

Your business is legally required to keep certain records for a period of time. Having the proper documentation can protect your business – and accidentally losing those documents isn't an excuse. Backing up this critical data can spare you from some nasty consequences.



### COMPETITIVE ADVANTAGE

In the untimely event of a disaster, the first business to get back up and running will take all of those that aren't back on their feet. If your organization can get back to work faster than your competitors, you'll be the one customers turn to at these times.



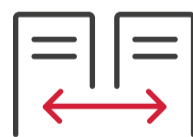
### DEADLY DOWNTIME

40-60% of small businesses that suffer major data loss never reopen. No matter the cause, simply backing up data and having an effective backup and disaster recovery plan in place can help mitigate these types of threat. You can be one of the surviving businesses if you think ahead.



### STOP REPETITIVE WORK

Few things are more draining on productivity than doing the same work twice. Proper data backup can save you from this with your work being stored correctly from the beginning, while also making it more shareable with others in your company.



## 24 x 7 x 365 monitoring and support by our team of backup experts

You can repurpose internal resources to drive your own business and IT priorities. You no longer need to manage your backup infrastructure or get in the weeds of day-to-day data backup and recovery - our dedicated team overseeing your data and our automated processes have you covered.

**BackupSimple powered by Metallic is a comprehensive flexible solution with a broad range of backup targets offering multi-layer enterprise grade security and backup.**

**Simple setup. Simple support. Simple control. All with no upfront capital cost or financial commitment.**