

How A Small Business Can Survive A Data Disaster

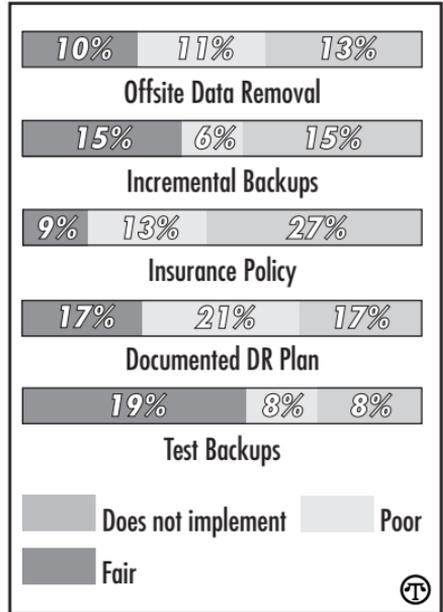
(NAPSA)—It's always a challenge to run a small business; but when disaster strikes, life becomes even more complicated. While most business owners have insurance policies to keep them afloat in a pinch, many are not well prepared when a fire, flood or even e-mail virus, damages the server that saves inventory lists, e-mail, electronic catalogs, customer records and financial data.

Imation Corp., which has been making data storage media to protect electronic files for more than 50 years, wanted to know: How safe is small business data? The company recently sponsored a survey of 200 U.S. small businesses with 10 to 100 employees and found mixed news in the results.

One major concern is that 34 percent of small businesses say they are doing a "fair" or "poor" job of moving important business data backups to offsite locations on removable media, or they are not moving it offsite at all. A backup copy is worthless if it melts or washes away. Plus, 39 percent of small businesses wait until they have a problem to review and test their data backup and storage procedures—by then, it may be too late.

Two-thirds of small businesses feel they do a pretty good job of backing up their critical electronic files on removable media (floppy disk, CD, DVD or tape)—and they have documented plans to keep backup files current. But nearly 19 percent have no formal procedures for regular backups, and 17 percent have no formal disaster recovery process. In fact, 23 percent are not sure if they could restore critical data if a major e-mail virus infiltrated their system.

"For many small businesses, losing electronic files means lost business, or in some cases going



A national survey revealed many small businesses need improved data backup procedures to protect their digital assets from potential disasters.

out of business completely," said Bob Herman, Imation. "Having backup files available in case of disaster, and knowing you can restore them, is often the difference between staying in business and having to shut down."

Imation offers the following techniques for small businesses to ensure long-term data protection:

- Have a backup plan. Backup critical data every day to removable media (floppy disk, CD-R/RW, DVD-R/RW or tape).
- Perform a full backup at least once per week.
- Test your ability to restore at least quarterly.
- Store media offsite (far enough away that a disaster won't strike both facilities), in a cool, dry, safe location. Also keep a full backup copy onsite.

For more data protection tips, visit <http://www.imation.com/smallbusinessbackup>.