Backing Up Data: Where Should You Store It?

If your business has never experienced data loss, then you might not fully understand the importance of data backup. However, you need to have reliable and efficient data backup systems in place as mitigation for any unfortunate eventuality. Here are some grim statistics on the disastrous nature of a possible data loss:

- 20% of small to medium business face the possibility of a critical data loss every 5 years, which often result in a disaster.

- 40% of the small to medium businesses using the Internet will have their networks hacked by a cybercriminal. Worse still, 50% of them hardly realize their systems have been hacked.

- 93% of the businesses that suffered a data downtime of more than 10 days filed for bankruptcy in less than a year. 50% of these companies filed for bankruptcy on the spot.

How to Store Your Data Safely

Physical Media

You may have to invest in alternative data storage hardware, ranging from solid-state drives, hard disks, and servers. Remember that a backup copy of your files on your PC may not amount to much if the PC gets compromised.

However, you need to be aware that these physical storage devices have their limitations. They may malfunction, crash, or get stolen altogether. Besides, the initial cost of setting them up can be too high. For these reasons, you have to consider another option – moving to the cloud.

Moving to the Cloud

You may already be in the cloud, if you are using Gmail, Microsoft's OneDrive, or Yahoo mail. If your business has access to a high-speed stable Internet connection, consider investing in cloud storage. It involves storing and backing up your files on a virtual online location so you can access them whenever and wherever the need arises. It means that you have to sign up for cloud storage services so you can upload your data.

Cloud storage has the advantage of flexibility since you can access your information from any Internet-enabled device connected to the network. Also, it is can be more secure since it has the security features of the cloud system which you can employ alongside those of your business.

If you would like to receive our newsletter digitally, please email alimbers@tcsusa.com.

Why You Need to Back Up Your Data

Continuity of Your Business

Every business requires continuous, uninterrupted access to its data. When your servers crash or get hacked, several critical activities of your business may come to a halt. These important activities include communications with your clients and suppliers and filing of business records. Disrupted communications may give your clients and suppliers a bad impression thus, casting the image of your business into disrepute. Backing up data means you can restore everything within the shortest time and get back to business as usual.

Safety Net Against Cybercriminals

The threat of data downtime is real. Cybercriminals have upped their game and are now targeting any business. You may fall victim to a ransomware attack, and whether you pay the bad actors or not, the harm on your business would be catastrophic. But storing your files in a safe and reliable backup would leave the hackers smacking their heads in dismay because you would only have to reconfigure your systems and retrieve your info within a short time.

Cutting Costs of Data Recovery

Once you have secured your data in an efficient backup system, it will be cheaper to recover it in the event of a downtime. If you do not back up your data, you may have to overhaul the entire system to get your business back on track, which would be very costly.

Planning can go a long way to mitigate any possible interruption to the data flow in your business. Our team of professionals can offer assistance in the backup and disaster recovery assessment of the status of your valuable data. Contact TCS for further info

Downtime: How Much is it Really Costing You?

When your website or network goes down, it is a inconvenience to you, your employees, and your customers.

IT downtime is a common problem and can affect every part of your company. IT downtime costs businesses an average of $1.55 million in a typical year. Why, exactly, is downtime such an expensive problem?

- **It annoys customers**. A loyal customer not being able to get to your website once might not be a problem. However, even one outage that happens to coincide with a new customer's first visit can cost you that customer. Frequent or repeated downtime is likely to send customers elsewhere. If a customer has their email to you fail with a permanent error, they are unlikely to try again. Good, loyal customers may be the ones telling you about the downtime, but that does not mean they are happy about it.

- **It damages your reputation**. Annoyed customers complain. Sometimes they will go all over social media to do it. It might even be picked up by the media. A lengthy downtime makes you look bad, no matter what the cause. Short of a natural disaster, customers generally do not except excuses. Major outages can hang over you for months or even years. Many people still remember the British Airways crash that resulted in thousands of canceled flights right at Christmas. A small company might not have to worry about global reputation in the same way, but your reputation in your community can still suffer, costing you both new and existing customers.

- **It wastes employee time**. Most employees spend about 30 minutes a week just on fixing random PC problems. An unplanned reboot takes time out of an employee's day that they may or may not be able to use productively. Not all employees can continue to work without their computer, and they often end up waiting for it to be resolved. The average time it takes IT to resolve downtime is a little over three hours.

- It results in **IT spending time on fixing downtime** that they could be spending on optimizing and improving systems so that they are more efficient. Of course, downtime can also happen after an upgrade is installed, especially if IT is rushing to do it by a certain deadline.

- You may have to **hire an outside person** to fix the specific problem you are having, especially if you are a smaller company with little or no in-house IT. In general, it is a lot easier to prevent downtime than it is to fix it.

So, downtime costs are not limited to just the costs of fixing it, but also affect your reputation, your sales and your time. Because of this, it is vital for businesses to address the causes of downtime. For example, retail outlets most often experience problems on Black Friday and the following weekend or right before and after Christmas. This is caused by overload, which is one of the most common causes of downtime. The overload is often increased by "retry spikes," which is the traffic caused by people trying the site again to see if it is up yet. Ironically, this can keep it down.

Other examples can include poor coding, cybersecurity issues, hardware failures such as a hard drive dying, or

natural disasters. The best way to deal with downtime is to have a solid plan to both reduce downtime and speed your recovery from it. Professionals best handle both of these things, and smaller companies benefit from outsourcing their IT to an experienced company which can handle the problem quickly.
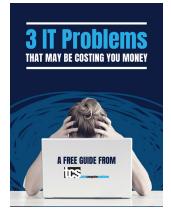
New Pricing for Microsoft 365

On March 1, 2022 Microsoft will be updating their pricing for some of their commercial products:

• Microsoft 365 Business Basic (from $5 to $6 per user)
• Microsoft 365 Business Premium (from $20 to $22)
• Office 365 E1 (from $8 to $10)
• Office 365 E3 (from $20 to $23)
• Office 365 E5 (from $35 to $38)
• Microsoft 365 E3 (from $32 to $36)

This pricing increase will apply globally with local market adjustments for certain regions. There are no changes to pricing for education and consumer products at this time.

For more information on Microsoft 365 pricing change you can visit microsoft.com or call TCS at 336.804.8449.

FREE Guide: 3 IT Problems That May Be Costing You Money

IT is the backbone of corporate productivity. Internal email servers store confidential information about your company and clients', data loss prevention systems ensure corporate saboteurs struggle to steal your information, and internal communications keep your teams flowing freely toward achieving their combined goals.

When the system breaks, however, teams are not working together, hackers can steal your data, and your competition can close the gap more quickly. The following three issues may be signs of larger concerns within your network. This guide includes some potential causes of each and how they may impact your revenue.

Get Your FREE copy today!
Visit tcsusa.com/e-books/

Employee Spotlight: Ian Collins

Please join us in congratulating Ian Collins on his promotion to TCS' Information Security Manager!

Ian has worked with TCS for more than two years and has well-rounded talents; he specializes in wireless networks and IT security. We hope you will join us as we congratulate Ian on a job well done and his promotion.

Ian is leading and driving improved security solutions for our clients and keeping up with the ever-changing cybersecurity landscape.

Again, please join us in congratulating Ian on his excellent contributions to his department and TCS. We wish him the best of luck in his new position and look forward to his many future successes.

New Employee: Casey Whitesell

Please join us in welcoming Casey Whitesell to the TCS team! Casey has over 6 years of experience including system admin, network support, and desktop. He obtained his bachelor's degree from the University of North Carolina at Greensboro in Information Science.

In his spare time, he likes to mountain bike (per his words -minus the crashing part), Path of Exile is his favorite game, and he does enjoy a good whiskey. We are excited to have Casey join the team!

TCS On-Demand Webinars

Looking for insights from industry experts? Check out our on-demand webinar and events library. With the ever-evolving tech landscape, we believe in the importance of continually educating and engaging with our clients and community. To watch on-demand visit www.tcsusa.com/webinars.

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Disaster Recovery: Solutions for a Successful Backup Strategy

Date: Wednesday, November 10th, 2021
Time: 11:00 AM ET
Presenter: Andy Purcell, Business Consultant, Total Computer Solutions
Registration: Visit tcsusa.com/events/ or call 336.804.8449
Cost: Free

The need for an effective backup plan encompasses all organizations which rely on secure data. While the disaster recovery needs naturally vary from business to business, there are elements of a backup plan which they all have in common.

Key Topics for Discussion

• Disasters that can interrupt your business operations
• Consequences from lack of access to data
• Potential solutions for small or medium-sized businesses
• How to develop a well designed backup plan

At this event, you will learn how to keep your data safe, available, and recoverable so that your organization can stay productive.

Seating at the event will be socially distanced. This event will be adhering to the rules of Gia's COVID guidelines and policies at the time of the event.