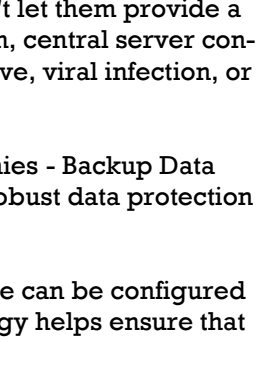


The top ten excuses prospects gave for not implementing an offsite backup solution.

Backup Data Now, Chappaqua, NY - February, 25th 2011 releases the top ten excuses prospects gave for not implementing an offsite backup solution for their data. Here are the top ten myths about using offsite backup software or services to protect computer data, and the reality of these misconceptions explained:

10. We don't know how to do proper backups - Backup Data Now's technicians are skilled in helping you determine where your critical data resides and how to back it up. Once configured, the software launches itself automatically according to a user-definable schedule.

9. Backups are boring and nobody here wants to do them - Sitting at home unemployed because your company went out of business is boring, too. Statistically, businesses that permanently lose their critical data and files are out of business within 30 days. Backup Data Now's backups are usually a hands-off process, requiring no interaction on the part of your staff.



8. We save all of our company data to a central server - Central-server-repositories are common in today's networked office environments, but don't let them provide a false sense of security. Without a proper offsite backup regimen, central server configurations can actually worsen the effects of a crashed hard drive, viral infection, or other data loss event.

7. Offsite backups are expensive and are only for large companies - Backup Data Now's system is among the least expensive and has the most robust data protection options available to companies of any size.

6. Offsite backups take too much time - Modern backup software can be configured to back up only the granular changes within files. This technology helps ensure that daily backup sessions complete very quickly.

5. Nothing will happen to my data - many businesses labor under the false perception that their computer files are safe, until something happens to prove that they are not. The question is not if you will lose data, it is when data will be lost - and if you'll have a backup.

4. The software will affect our network's performance - Backup Data Now's software usually requires minimal network resources. The backup sessions are typically scheduled to run at night, after hours, when system resources and bandwidth are not at a premium.

3. We already do onsite backups - Unlike local backups which are often destroyed in the same incident as the primary data set, offsite backups are sent securely and automatically to our redundant data centers every night.

2. We are concerned about the security of our data - Backup Data Now includes encryption technologies which keep your data fully protected in transit and while in storage. You are the only one who can access your files.

The number one reason for not using offsite backup to protect business data is:

1. We are too busy to do backups - Busy people sometimes overlook critical tasks, and data backup is usually the first to be forgotten. Backup Data Now provides a fully automated, secure, offsite backup and offers 24/7 protected access to your backed up data. The number one excuse for NOT doing proper backups is also the number one reason to do them.

Backup Data Now can provide you with peace of mind and a critical path to recovery for your organization when disaster strikes. For more information about Backup Data Now or to start protecting you data today go to <http://backupdatanow.com> or call us at 914-346-6421.

About Backup Data Now -

Backup Data Now, LLC is a leading offsite backup and recovery company, encompassing all the major and minor backup concerns of an organizations backup objectives. Recent contracts and partnerships with providers of practice management software in the medical, dental, and optical industries has paved the way for offsite backup as a trusted and viable way to backup their mission critical data.

To remove your name from our mailing list, please [click here](#).

Questions or comments? E-mail us at sales@backupdatanow.com or call us at 914-346-6421