

## PROTECTING YOUR DATA FROM EVERYDAY CALAMITIES

Take the journey to managed backup with **Visionary Veronica** and **Complacency Carl**.



### CONSIDERING THE RISKS OF DATA LOSS

Visionary Veronica and Complacent Carl are business owners and competitors in Anywhere, USA. They're attending an online meeting with Tim, a managed services provider (MSP). He shares how managed backup can protect their businesses from everyday calamities.

#### These calamities include:



IT failures and outages



IT device theft or loss



Extreme weather and other events



Data corruption issues



Ransomware attacks

*Visionary Veronica immediately signs up for managed backup and starts that same day. Complacent Carl declines the offer since he already backs up files to the cloud.*



*"That is valuable for my business and could save me time and money over the cost."*



*"That's too expensive, I don't need that!"*

**Tip:** Managed backup could pay for itself the first time you use it to recover your data.

## EVERYDAY CALAMITIES: I.T. EQUIPMENT FAILURES

Visionary Veronica and Complacent Carl are each hard at work on proposals to win the business of Melvin Millions. A win would transform the future of one of their companies, but then I.T. issues ensue for both of them.

**BROKEN FAN!**



**POWER SURGE!**



Tim restores Visionary Veronica's proposal in minutes to a backup laptop. The rest of her data is restored quickly as she continues to work on the 50-page document.



Complacent Carl opens his cloud backup account and begins to restore the data to his desktop. The hours tick by. He decides to go home and start again the next day.



**Tip:** *Managed Backup restores easily to the device of your choice. It also backs up your data several times a day.*

## EVERYDAY CALAMITIES: DATA CORRUPTION

The next morning, it's back to work. When Visionary Veronica and Complacent Carl arrive at the office, there's another issue to address, data corruption. Visionary Veronica can't access her proposal. Complacent Carl's recently downloaded file is also corrupted.

Visionary Veronica knows just what to do. She calls Tim, the MSP owner, and has him restore the data to a pre-corruption state. She's lost a little data, but not much.

Complacent Carl is in quite a predicament. Since the cloud backup was his only copy and it was corrupted, he doesn't have the time to start again.

**Tip:** *Your MSP can help you recover quickly from data corruption issues you may not be able to address on your own.*

## CONCLUSION

The day of the presentation has arrived. Complacent Carl has dropped out of the running, so Visionary Veronica wins the new account. She hires more staff to support Melvin Millions and is excited about the growth in her business.

Complacent Carl finally reaches out to Tim for managed backup services. He'll be protected moving forward. However, he lost the chance to win a great new account that would have doubled his business.

**Why take chances with your data? Get managed backup today.**

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