

# Back up data before Christmas warns NBM



Adam Pasfield and Wes Bryett.

By Aldwyn Altuney

Christmas may be a time for rejoicing, but it also heralds Queensland's storm season and a period of higher business risk from theft – and that can mean catastrophic data loss from computers and servers.

An innovative new product from award-winning Gold Coast company, New Business Media (NBM) could save small businesses owners an estimated \$5000 a time in lost data costs from computer crashes.

*Quick Backup* ensures a company's valuable files are secure and available off-site, protecting a business from lost productivity caused by computer malfunction, viruses and other unforeseen circumstances.

NBM director Wes Bryett said this potentially catastrophic scenario often occurred as small business operators were too busy to regularly back up their computer systems or simply failed to recognise the risk.

The idea came about to offer the backup service that NBM has had in place since 2003, and has since expanded, after seeing so many clients who had lost customer records and accounting files when a computer crashed.

"Even a small scale loss of data can

significantly impair the viability of a business as the cost of downtime, missing client information and quotes, accounting records and other important files can quickly spiral out of control," Mr Bryett said.

"An effective data insurance strategy should therefore be a top priority for businesses of all sizes yet the time restraints and perceived complexity of implementing such a system means many companies were still unprotected.

"We have designed a cost-effective and hassle free system that will ensure the key data of a business is always backed up as losing even one week's worth of files can cause problems that go on for months."

A recent data loss survey from Symantec revealed that almost 80 percent of Australian organisations had experienced a data breach in the past five years, with a further 40 percent reporting between six and 20 known breaches during the period.

The survey is the first to try to put a figure on costs related to data breaches with 34 percent of respondents saying an average breach cost around \$5000, while 14 percent reported costs between \$100,000 and \$999,999, and seven percent reporting costs over \$1million.

The largest cost relating to a data

breach was estimated in the survey at \$8million.

Businesses were most prone to losing customer records (55 percent of all breaches), employee records (48 per cent), intellectual property (43 per cent), commercially sensitive information (35 percent), bank and credit card details (21 percent) and financial information (20 percent).

## BOON FOR SMES

Mr Bryett said *Quick Backup* was a cost-effective solution specifically targeted at small businesses which didn't have the time or resources to efficiently manage data security.

After installing *Quick Backup*, the vital data that a business has chosen to protect will automatically back up daily via the internet ensuring the files necessary for a company to operate will be up-to-date and available at all times.

The files are stored on NBM's secure servers in two separate world-class data centres providing guaranteed privacy and access for clients when it is most needed.

"This allows for a seamless continuation of operations with minimal loss of productivity or financial impact on a business even in a worst case scenario of complete data loss," he said.

"Once clients have selected the time of day they would like their files backed up, the system is totally automatic and NBM will monitor all transfers to ensure *Quick Backup* is operating effectively.

"When you consider that companies already take out insurance against a range of other potential threats, it makes sense to protect your computer and the wealth of data it contains as this is now one of most important tools for the majority of businesses."

NBM founding directors Adam Pasfield and Wes Bryett became the youngest winners in the Gold Coast Business Excellence Awards when NBM took out the ICT category in July 2007. [www.nbm.com.au](http://www.nbm.com.au) ■

## READER OFFER-FREE TRIAL

NBM is offering Business Acumen readers a 14 day free trial of *Quick Backup* and a free month of data protection after signup, valued up to \$33. Visit [www.QuickBackup.com.au](http://www.QuickBackup.com.au)

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