

Executive Viewpoint

An organization's most important asset for success and continuity is **DATA**. Don't believe it? Unplug your computers for a day or even for an hour or two and see what happens!

A recent study discovered that, of companies experiencing a "major loss" of computer records (**DATA**):

- 43% **never** reopened
- 51% **closed** within two years of the loss
- **only** 6% survived over the long-term



Your Current Methodology

So how are you protecting your company's data today? If your company is like most, you're using a tape backup system, CD/DVD's, USB memory sticks, or removable hard disks. What happens if the media is lost or misplaced? Okay, so the only problem with lost or misplaced media is the specific backup is not available. Well, not exactly – anyone finding the lost media can simply connect it to their computer and read all of your company's data! But you say, it can't get lost or misplaced because you keep it handy in the little storage box next to the computer. Good, now your employees have access to all the company data or when a fire takes out the computer, it gets the backup as well.

It gets better. A responsible employee is in charge of doing the backup process every day and checking the backup log to verify the backup worked correctly. If the backup didn't work correctly, they redo the entire backup process. That responsible employee takes that backup to a secure and environmentally controlled location at least 10 miles from your office. That backup media is exchanged for the oldest daily offsite, maintaining at least a rotation of at least five deep to ensure some reliability in media readability. A second responsible employee does the same set of tasks when the first is sick, on vacation, or unavailable. This process is successfully completed every work day of the year. Sure!

One or more backup media is used to test the restore process on a quarterly basis. A semi-annual basis? An annual basis? Maybe!

You can quit squirming and take a deep breath – there is a reliable, secure, flexible, fully managed and cost effective solution.



- Protects Windows Server 2008, 2003 and 2000.
- Virtualization of failed servers.
- Near real-time backups.
- Quick and flexible restores for files and folders, SQL server databases, Exchange databases/mailboxes/messages.

Feature	KeyKare™ Protect	Appliances	Tape
Full Image Backup	Yes	Varies	No
Backup Interval	15 minutes	Varies	Daily
Standby Server Virtualization	Yes	No	No
Bare Metal Restore	Yes	Varies	No
Data Encryption	Yes	Varies	No
Backup/Restore Support	Included	Option, More \$\$	No
Data Redundancy	Includes 2 Offsite Locations	Option, More \$\$	No
Application Recovery Tools	Included	Option, More \$\$	No
Managed	Included	Option, More \$\$	No

- Bare metal restores to dissimilar hardware.
- Secure bandwidth throttling transfer offsite.
- Secure local and offsite storage: 256-bit AES encryption. Only you have the passkey. Geographically separated offsite co-locations.
- Eliminates the cost, time and unreliability of managing tape backup and other methodologies.

All costs of frequent local backups, local virtual server, offsite storage, disaster recovery in the event of disaster and 24x7 management of the entire process are bundled at a price that is comparable to the overall cost of buying and managing tape backup.

Call today and let us *Protect* your DATA while you grow your company!

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