

Wouldn't You Love To Hire Iron Man To Protect Your Business?



Wouldn't You Love to Hire **Iron Man** to Protect Your Business?

Or maybe just get one of those high-tech protective suits he wears? What if it could shield your company, providing protection to continue uninterrupted no matter what unforeseen threat or disaster may happen?

Oftentimes businesses think of disasters which affect their data are the types of natural disasters Hollywood glorifies in blockbusters – perhaps an earthquake, a fire, a flood, or maybe a comet. In those movies there is always a superhero to save the day! Businesses thinking of disasters in this way have little concern events like these will happen to them, so they do not make protecting their systems a priority. Don't make the same mistake with your business!

The more likely scenarios bringing your business to a standstill might be caused by cyber attack, human error, server and storage failures, application errors, power outages, or any number of other more

common occurrences. When these events happen – and they will happen to every business – they are more destructive when there is no plan in place for maintaining uptime and productivity.

In fact, the number one cause of downtime by volume is human error (58%) – so businesses need to be more focused on their own employees and less on natural disasters. Cyber attacks are doubling annually, as are successful breaches and catastrophic viruses. Cryptolocker, a virus requiring you to pay a ransom to unlock your systems, is just one of many.

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Not only is your business almost guaranteed to experience downtime, you’ll pay a heavy price! Depending on the size of your company, hourly cost of downtime is anywhere from \$ 9,000 - \$700,000 per hour! On average, businesses lose \$ 164,000 per hour of downtime and the average outage time is over 5 hours.

In light of the likelihood of downtime you’ll experience and what it will cost your business, these issues are a top priority for NSA. We have the protective suit your company needs to stay productive.

The super powers of this high-tech “business” suit What was once a costly, time-consuming process to back up data to tape has morphed into a reliable practice. It can both safeguard your data and restore your business in minutes instead of hours, days or

weeks. Today's proliferation of specialized business continuity approaches empower organizations to save their entire systems, soup-to-nuts, down to individual device settings and snapshots. How is this done? Hybrid cloud backup. It can save your data, your reputation and your money.

"The hybrid cloud backup process generates a local backup and a replicated backup offsite, giving you both data security AND insurance.

You get to keep your data in-house, protected by pre-existing firewalls, security protocols, and the encryption inherent to your backup device. At the same time, by sending encrypted data to dedicated data centers, you ensure there are redundant copies of the data secured off-site keeping you safe from the evil villains! The combination of local and off-site backups creates more secure data than if you simply pushed it over the Web to a backup service provider or kept it solely on-site. This service keeps your business protected, even better than Iron Man!

If your equipment goes offline due to a system disruption, you can use the local backup snapshot of your machine's files, programs



and settings, or offload immediately to a cloud provider while your team fixes the on-site gear. In the meantime, your ability to failover to the cloud will help you decrease or eliminate downtime and continue to manage your data and applications. Once your server is back up and running, you can transition back to your original infrastructure with a bare metal restore (BMR), which will return all backed-up data and applications to your repaired server so you don't lose any changes that occurred during the outage. And by the way, on the off chance there is that Hollywood blockbuster-worthy actual disaster, such as a fire or earthquake, and you lose production machines and local backup devices, you won't lose your business data and you can still keep your business running in the cloud.

“Storage space in the cloud is nearly infinite.”

Can I get my superhero suit resized as my business grows?

Did you know that 90% of all the total data in existence was created within the past few years and that a significant portion of this data has been generated by small and mid-size businesses?

Storage space in the cloud is nearly infinite and you can decide how long you want to retain data locally based on your business's needs for scalability. You can restore files with ease whether they are on-site or off-site, so you don't need to worry about losing on-demand access to your data. This offers a great benefit to smaller businesses in particular because it provides flexibility if your local backup device has limited storage.

Initial investments for hybrid clouds are low and you don't need to own all of the essential pieces of

the puzzle. Furthermore, you'll avoid maintenance costs as well as the steep power, cooling and physical expenses which come with on-premise data centers. When you partner with NSA with a purpose built cloud, you can procure a cloud retention option to guarantee a predictable, budgeted fee each month. Superhero suits are not one-size-fits-all

Can you get a solution tailored to your business?

Yes, NSA is a superhero suit tailor - the solutions come with a lot of choice; NSA can retain ownership of on-site devices and lease them to end-users or NSA can charge one-time implementation fee that covers the cost of device - a high-tech superhero suit tailored to your needs! With physical assets and service packaged together, you have multiple options for how you can procure your tailored service. You also want to know who is in control of your data environment.



With NSA's hybrid cloud, you can better predict the pricing and roadmap of where your data lives. Working with NSA, you won't give up control over your backup and disaster recovery infrastructure.

Our NSA-controlled cloud is purpose-built for data retrieval, backup and continuity, it becomes a safety net for true disaster recovery efforts, and NSA will regulate the local side of the backup infrastructure as needed.

The result is decreased demand for your internal IT manpower to support an alternate business continuity solution and fewer responsibilities, risks and expense to you – superpowers!

Hybrid cloud backup brings together the best of the private and public cloud models to form a feature-rich, highly efficient and affordable system. Such a system is critical when disaster strikes, which it no doubt will, often in the form of something as commonplace as human error or a powerful storm. Hybrid cloud backup transforms what was once a difficult and prohibitively expensive process into one within reach of every business which values productivity and uptime.

Let NSA tailor a fit for your business continuity solution to best suit your needs and help ensure your protection.

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