

## **Get real people – there is no excuse for data loss in 2010**

From 9,000 USB data sticks found in laundrettes across the UK to the theft of Bord Gais laptops to the most recent flooding, have we learnt anything in 2009 about data security? and are we any the wiser?

One thing the heightened media attention has done is increase people's awareness of data protection and also the devastating consequences of data loss. But the question still remains – have Irish businesses put data security on their board room agendas? We need to get serious as a nation of entrepreneurs and business people. Would you leave your company door unlocked at night? Of course not, so why is it that so many businesses leave their most valuable asset exposed to theft, deletion, corruption or natural disasters?

While statistics have proven that 37% of businesses actually test their tape backup and out of that, 77% were unable to recover their data from the tapes (Storage Magazine). This scary statistic is unfortunately resonating in many office blocks recently hit by flash flooding. There needs to be fundamental change in the area of data security as it should be at the top of any business agenda in 2010. Companies need to be aware that data loss disasters can be prevented with some research and know how.

“In relation to the recent flooding companies that did not have a suitable backup plan in place, or were using tape as their means of backing up have an extremely low chance of recovering their data, if water damage occurred. The reality that many businesses are facing in relation to their data is incomprehensible as many will suffer complete data loss with little chance of restore”, stated Eoin Blacklock, Managing Director, keepITsafe

Ireland just isn't prepared for these natural disasters. We are immune from earthquakes but when flooding strikes it strikes hard. These awful episodes have happened before and will happen again. It is astonishing to think that companies lock their doors and set their alarms every night, they even password protect their computers, but at the end of every day they leave the office with their accounts and data backed up to a usb stick or tape and it's never encrypted.

## **How can you protect your data in 2010?**

Put a backup plan in place to coincide with your disaster recovery plan. Online backup company keepITsafe are reiterating to companies to always have a backup of their data away from their offices in the event of fire, theft or flooding. Don't rely on chance – people need to get real about their data and start backing up offsite now. Who would have thought that such severe flooding could bring businesses to a standstill, many looking at years of data under water never to be retrieved? The security landscape has changed in the last year with many high profile data loss cases splashed all over the media – the sad fact about these cases – they all could have been avoided.

“IT managers and business owners need to give serious consideration to their backup method of choice. USB keys, although serve their purpose as a storage solution are too easily lost. Apart from the loss of the stick they are usually kept with a laptop so if a laptop is stolen and you have saved all your data to the USB stick (in your laptop bag) - where does that leave you???” continued Eoin.

Business owners in 2010 need to be able to stand over their data security and make sure that all critical data is safe and secure in the event of any disaster. Who wants to be in the paper this year after losing confidential files and can't retrieve them? The belief that all PR is good PR in this instance is farcical.....

### **About keepITsafe**

keepITsafe are Ireland's largest online backup provider and have more than 1,500 clients and 150 partners on their books. The company was formed in 2003 with a passion to eliminate the headache and burden of backup for their customers. The success of the company stems from its fully managed and fully monitored service along with its investment in key infrastructure in two of Ireland's leading datacentres – Digiweb and Data Electronics. Working with customers to make sure that their backups are flawless and data can be restored from any location is key to keepITsafe's credibility in the IT space. keepITsafe continue to push the boundaries of backup and to educate business owners in the areas of online backup and the legalities associated with the data protection act. Data loss has detrimental effects on businesses, what keepITsafe can guarantee is that you will never lose a file again by using their solution. <http://www.keepitsafe.ie> or [www.onlinebackup.ie](http://www.onlinebackup.ie)