





It's often hard for people to wrap their heads around the concept that spending money on an additional monthly service will actually end up saving them money. It's a difficult concept to grasp. However, it truly does exist, and incremental backup software is one of the big ones. In fact, many businesses these days which utilize it now feel as though their entire business would be at tremendous unnecessary risk without it, or even worse, simply could not continue to function without it. That's how important it has become.

If you're unfamiliar with it, incremental backup software is simply the process of backing up your entire business database to a remote location. Then, as scheduled on an incremental basis, each file that has been created or altered since the last backup is also backed-up. This essentially makes a copy of every file you have in case you need it later. Why might you? There are several reasons keeping a copy of everything is helpful. Here are a few.

### **Incremental Backup Software Is an Off-site Redundancy.**

Hard drives and servers can become corrupted over time. It's just a fact of life. How corrupted yours will be when it ultimately happens to you can vary: sometimes a talented IT professional can still access the files and copy them over to a new server . . . and sometimes, they're toast. Many of us have experienced data loss on either a business or personal level due to a failing hard drive. It's no fun, and at least in the business world, it really just translates to a whole lot of additional work.

With your incremental backup software, however, the total loss of a hard drive or server becomes little more than a minor annoyance. Yes, you have to replace the hard drive, but as soon as you have it in place, you just start the restore, and when it's done – boom – you're back to work. And since it's off-site, you don't have to have the expense of purchasing an additional hard drive or server for backup purposes. You save time, you save storage, and you save money. Speaking of money . . .



## **Incremental Backup Software Can Save You a Ton of Money.**

Besides the money-saving benefits mentioned above, there are other ways incremental backup software can end up saving you a crazy amount of money. One way is by keeping you productive. If the scenario above happens – your server just completely dies – think about your productivity (or lack thereof) without having had your data backed up before the loss. Did you know that 60% of businesses which experience a substantial or complete data loss end up failing? It's true, and it's scary. But if you're able to simply restore the data from backup, you're back to work in no time.

Another way you could save a ton of money is if your data is breached and hijacked by a hacker. The term ransomware basically means any program planted in a business' network which takes their data hostage and demands an EXORBITANT amount of money in order to receive the release codes. There's also often the threat of complete deletion if the authorities are involved. Remember that earlier statistic about 60% of businesses failing after a substantial data loss? The data hijackers know it, too. And sadly, many business owners begrudgingly just agree to pay the ransom to get the codes and get back to work. But – with your incremental backup software, who

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needs codes?? Just format your network, restore everything from backup, and get back to work! (Oh, and then look into beefing up your online security, would ya?)

## **Bonus: Incremental Backup Software Survives When Your Office Doesn't.**

Flood. Fire. Tornado. Hurricane. Power loss. Crippling ice or hail. Theft. A careless employee. Any of these factors can compromise, destroy, or completely eliminate your hard-earned data. They're disasters, and regardless of their preventability, they must be prepared for. What would happen to your business if your data was lost in any of the listed scenarios? After a disaster, many local businesses are down for days or weeks at a time as they try to recover and get back to work.

But if you have incremental backup software, not you. You're able to pick up a new server or hard drive (hopefully paid for by your insurance coverage), restore your data and, while your neighbors are trying to determine their next step, you're staying productive. You're keeping your business afloat, taking care of your clients, and keeping your employees paid. We're really having difficulty finding a negative here.



## **Nerds Support is Your Incremental Backup Software Headquarters.**

When it comes to incremental backup software, there are many options on the table. Nerds Support can customize the perfect solution for your organization and its needs. Again, this is one of the few services out there where the small additional expense quickly pays for itself in productivity. Give us a call and let's set up a meeting to determine exactly how we can help you.



*"Proactive Approach To Technology."*

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