How to Keep Your Business Running During & After A Disaster

NERDS SUPPORT®
"Proactive Approach To Technology"

3 Surprising Disaster That Can
Easily Put You Out of Business

Data Backup Solutions

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3 Simple Disasters That Can Easily Put You Out of Business

Think of a disaster that could put you out of business completely. What's the first thing that comes to mind?

Chances are, you're thinking of a major natural disaster, or some kind of huge security breach. While those are both completely valid, they aren't the only events that can ruin everything you've worked so hard for. Sometimes, the most seemingly minor occurrence can have a huge negative effect on your company. Not sure what I mean? Read on to discover 3 surprising disasters that can put you out of business.

Wine Spills

Imagine. You're relaxing at your desk on a late Friday afternoon, sipping on a delicious glass of red wine. You're almost ready to go home and enjoy your weekend. You start gathering up your things so you can leave work. But then, as you reach across your desk, you knock over your glass of wine, spilling it all over your laptop. You immediately panic; your laptop is unresponsive. You turn it off, and it won't turn back on now.

> *"…Here at Nerds Support, we offer backup and disaster recovery plans to ensure that your business can run no matter what happens…"*

What are you going to do now that you've ruined your computer? If you don't have a data backup and data recovery plan in place, a simple wine spill could cause you to lose everything – maybe even your entire business!

Here at Nerds Support, we offer backup and disaster recovery plans to ensure that your business can run no matter what happens. We'll evaluate your specific needs, and give you the best solution possible. That way, you can rest assured that your data is safe.

Power Outages

Think about the last time you went to work during a thunderstorm. What would happen if lightning struck a transformer outside of your building and caused your power to go out completely? A lot of people think that this kind of disaster is a temporary thing, but really, it could put you out of business for days or even weeks.

Can you imagine how much money and how many clients you would lose if that happened? You'd be powerless to do anything about it, too.

Take control of your business by using a backup and disaster recovery plan. Here at Nerds Support, we can provide you with the technology solutions you need to save your company in case of a power outage.

Crypto Malware

Did you know that seemingly harmless email attachments could infect your computer and compromise your data?
For example, let's say you get an electric bill sent to your email every month. One day, you open it up and prepare to pay it online. You click the link, like always. But then, something weird happens.
A pop-up window opens, and it says that your system has been infected. You click to try to fix it, but instead, you end up unintentionally inviting a virus to infiltrate your computer.

Obviously, a situation like this can ruin your computer. And, if it can ruin the data on your computer, then it can ruin your business too… unless you have a plan in place.

Not to worry – Nerds support can help. We have cloud computing solutions that can help you ensure your data is available, regardless of what happens to your hardware. We also offer PC and laptop repair and disaster recovery plans to help you keep your business afloat.

Don't leave your business susceptible to these disasters; contact Nerds Support today! Let's work together to make sure you can effectively run your business, no matter what happens.

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Data Backup Solutions

Have you ever thought about what would happen if you couldn't access your critical data for work? What if your computers were completely wiped out?

Clearly, those events could have a devastating effect on your business. It's important for you to figure out a way to prevent those things from happening, or, if you can't prevent them, at least have a plan in place to recover.

There are a couple of options that you can choose from when

you need to back up your information. Take a look:

On-site Backup

On-site backup means you store your data physically at your location. You can use several different storage devices for this, such as hard drive, DVDs, or CDs. With on-site backup, you don't need Internet access to get the files you need. However, on-site backup can be problematic when a disaster occurs. Think about it – if something happened to the building where your company is located and all of your storage devices were destroyed, you'd be in a lot of trouble!

That's not the only bad thing that could happen. For example, let's say you're storing some critical company information on a flash drive, and one of your employees needs to take that flash drive home to get some work done. What happens when that employee loses your flash drive? What happens if they spill water on it and destroy it? You'd be in a really bad situation.

Clearly, on-site storage has several serious drawbacks. Luckily, there's another solution.

Off-site / Cloud Storage

Unlike on-site storage, with a cloud computing solution, you can store all of your critical data online, or, "in the cloud." It's a subscription service delivered over the Internet that provides storage to give you peace of mind and increase productivity.

What that means is that, with the cloud, you no longer need to rely on your hardware to store your data. You can rest assured that your data is being kept safe, even if your hardware is destroyed for some reason. All you need to do in that case

is recover your data over the Internet – something that is usually a pretty quick and easy process.

With cloud storage, you can also gain peace of mind knowing that your data is secure. The data is encrypted so that thieves on the Internet are not able to access it. On top of that, you'll get virus protection and receive notification if any of your files are corrupted.

Not sure which backup solution best suits your company? Not to worry – Nerds Support can help! We want to get to know your company and evaluate your data backup needs. After that, we can suggest the best storage solution to keep your business safe in case of disaster. We know that you've worked hard to get your business where it is today, and we don't want

anything to hinder your growth and progression – especially a preventable disaster!

"…Not sure which backup solution best suits your company? Not to worry – Nerds Support can help! We want to get to know your company and evaluate your data backup needs…"

What are you waiting for? Contact Nerds Support today, and let's start working together to keep your critical information secure!

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Top 4 Benefits of Business Continuity Solutions

If a disaster occurs, it's important for you to be sure that both your critical data and your business in general are safe.
Think about it; would your business really be able to continue at a high level of productivity if a flood, fire, power outage, theft, or any other harmful event occurred? If you don't have a business continuity solution in place, you might be in a lot of trouble.

"…Here at Nerds Support, we specialize in crafting custom business continuity solutions. We take the time to get to know you, understand your company's specific needs…"

Here are the top 4 benefits of the business continuity solutions you'll get when you work with Nerds Support:

#1: Protect Your Business

Our business continuity solutions not only protect you

business from data loss – they also protect your business from theft or equipment failure. That way, you can feel confident that your business can recover regardless of what type of disaster strikes.

#2: Easy Recovery

With a Nerds Support business continuity solution, you can rest assured that you'll be able to recover your information. We'll keep backup copies for you so you can retrieve everything you need quickly and easily.

#3: Minimal Downtime

Think about how negatively your business is affected during downtime. When you and your employees can't work, you're sacrificing productivity and,

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ultimately, money!

With our business continuity solutions, you can keep downtime to a minimum. In case of disaster, we'll make sure you can get your business back up and running as quickly as possible. That way, you and your employees can continue being productive and making money.

#4: Virtualization

Not only is virtualization an excellent way to reduce IT expenses and increase efficiency – it also helps you make sure that you can keep your company afloat in the midst of any disaster.

That's because, with virtualization, your entire system is backed up and stored remotely, so it's no problem to quickly get back to work and access all of your critical business files and applications.

Here at Nerds Support, we specialize in crafting custom business continuity solutions. We take the time to get to know you, understand your company's specific needs, and then come up with a plan for you based on those needs. We're on your team – just think of us as a partner in the success of your business. Our goal is to safeguard your data and make sure that, in case of disaster, your company can recover with ease. Don't hesitate to contact us! Let's work together to keep your business protected.

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Having a Plan in Case of Disaster

The risk of losing your entire business due to a natural disaster may be low, but the risk of losing your entire business due to a computer or network problem is not. In fact, it's pretty commo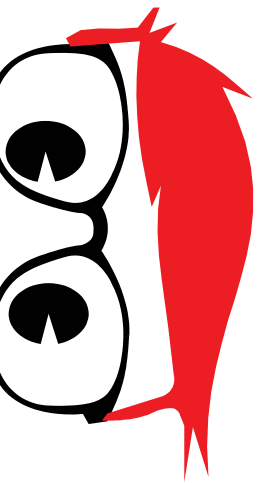n. Don't let your company become a part of the statistic – do what it takes to make sure that you don't lose the company you've worked so hard to build.

Remember when Hurricane Irma hit in September of 2017? It was absolutely devastating

– not only to homeowners but to business owners as well. I mean, think about it. Some businesses were completely wiped out, from the ground

already put a ton of work into building your company. So how could you not want to make sure that it's protected?

> *"…The peace of mind you'll gain when you have a disaster recovery plan in place is priceless… Here at Nerds Support, we understand how important your business is to you."*

up. How are you supposed to make sure that your company is able to recover from a traumatic event like that?

The answer is a disaster recovery plan. It's what you need to make sure all of your vital business process can continue in the event of a disaster. It's kind of like insurance for your company. And, think about it – you've

I know what you're thinking – the chances of a hurricane hitting your business are almost non-existent. But you've got to think bigger than just hurricanes and natural disasters. A truck could hit your power line and cause a long-term outage. You could have a hardware issue that causes all of your systems to crash. The possibilities are endless.

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For that reason, you need protection that will keep your company up and running in case of a power outage, security breach, natural disaster, system crash, or any other type of disruptive event. The peace of mind you'll gain when you have a disaster recovery plan in place is priceless.

The good news is you don't have to go through the process of coming up with a disaster recovery plan alone. Here at Nerds Support, we understand how important your business is to you. We know that the money you make at work helps you support yourself and your family, and we know how devastating it would be if you ever lost your company, especially if it were due to reasons beyond your control.

That's why we've got a disaster recovery plan that will work for your business, and we're only a phone call or email away. Why not take preventative measures to protect your business instead of reacting to a disaster after it has already happened? Don't wait; contact Nerds Support today, and let's collaborate to make sure your business stays safe so that it can grow and succeed.

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