

CAN COMPUTER DATA LOSS BE FATAL?

Dear business owner,

Statistics tell us that the majority of small business owners who suffer a major loss of business data do not survive. The weeks and months that follow such a catastrophe are spent frantically trying to recreate what was lost instead of doing their business. The stress experienced, the customer demands, and the competition can produce yet another business failure statistic.

Even in light of this information, it is similarly true that most small businesses do not have an adequate data backup system or disaster recovery plan.

WHY NOT?

As a business owner, you know why not? Data backup is often confusing and time consuming and requires more work! Time, effort and equipment means money and probably too much money. Besides, computers are pretty reliable, all things considered.

What if I told you that you already have a business resource for data backup paid for? In fact, this resource is sitting idle and unused. 90% of small businesses possess this unused resource, pay for it, and don't realize

YET IT COULD LITERALLY SAVE THEIR BUSINESS!

I will tell you about this business-saver in just a moment. First though, let's get back to those pretty reliable computers. What are the odds? Consider these statistics:

1. Two out of three computer users have lost data due to accidental deletion, disk or system failure, viruses, or other disasters.
2. Two out of five computer users have lost data two or more times in the last 12 months.
3. Data loss costs businesses an estimated \$20 Billion annually.
4. Nine out of ten people who lost a notebook computer to theft report that it contained company communications and both company and personal confidential information.
5. The average life expectancy of computer hard disk drives is three to five years.

Ok, so where is the good news? Here it is...

TO AVOID DATA LOSS DISASTER, BACK IT UP REGULARLY!

Okay, we are back to where we started! Now let me share with you that secret resource that you already possess and can immediately use to help assure you will not be another data loss statistic.

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IT IS YOUR HIGH-SPEED INTERNET CONNECTION!!

But, you say, I use my Internet connection all day long. Agreed, but how about at night? Data backup can occur automatically every evening on a prescribed schedule, while you relax in the comfort of your home. It is also cost effective. Remember, you are already paying for your Internet connection. So the infrastructure is there, you simply need the right software and the off-site data storage location to backup to. This is where **LQC Services** can help. LQC uses Cisco VPN (Virtual Private Network) secure software to create a nightly private **one-way** data channel connection between your file server and our storage servers using your existing Internet connection. Cisco is the world's leader in secure data transmission and firewall devices. LQC additionally uses a very efficient block transfer software to move only the data changed or created that business day incrementally updating our storage servers and keeping your business data current. And for some more good news...

OUR PROPRIETARY SOFTWARE BACKUP SYSTEM IS FREE!

Our software is free when you sign up for our nightly or weekly backup service. Our data storage fees are as low as \$5 per month per Gigabyte, one of the lowest in the industry. Popular prepayment plans are also available saving you even more. Our technicians will even get the software up and running and tested **FREE**. We are serious about data protection and providing exceptional value to our clients. You simply owe it to your business to give us a try. You have nothing to risk and a lot to gain. I say **NO RISK** because if you decide to cancel the service anytime within the first 30 days, we will refund your money 100%. In fact, anytime you decide you must cancel our service, you will only pay for the previous full month that we actually provided you our service. A fair offer, wouldn't you agree? Imagine this phone call from your office building manager...

"There was a fire in the building last night... the whole place is a shambles."

Would you worry about your office furniture or your computer data? Off-site data backup just makes sense! Your business insurance will help you replace the fixtures and the computers, but your data is the life-blood of your business. If you do nothing else with this letter, please take steps today to put a data backup plan and system into place. We would love to help.

Use your Internet connection today to protect your important business data and **SLEEP WELL TONIGHT.**

Warren Roach, President, LQC Services, Inc.

LQC Services, Inc. serving Colorado Small Businesses since 1996