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## Improving Business for SMEs with Online Backup

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### Accountants and Solicitors Firms

Professional organisations such as accountancy and solicitors firms have an ever increasing reliance on computers. Accountants need to effectively manage their clients data as well as their own, both producing large amounts of information, with multiple versions of documents. Fee income for all professionals is directly related to the productivity of staff and partners. If billable workers are non-productive, it can have a dramatic impact on the company's bottom line and client relationship.

There are liability, compliance and other legal issues to consider when much of the work involves dealing with important and confidential client data, information which might not be properly protected. Solicitors, for example, have to comply with Rule 5 of the Code of Conduct, which deals with the supervision and management of a firm or in-house practice, the maintenance of competence, and the internal business arrangements essential to the proper delivery of services to clients; therefore solicitors will need systems in place that cover the risk management of client data loss.

Accountancy and solicitors firms rely a great deal on their professional reputation for business continuity and winning new clients, and they have to ensure that client data is safe for the long term and can be retrieved quickly when required. CloudSecure Online Backup provides an efficient platform for secure backup and recovery of critical information stored on various devices such as servers, desktops or laptops. It eliminates the risk of human error in backup processes – a factor which has been historically responsible for the majority of data loss. Could you business afford client data loss? CloudSecure Online Backup protects all your data giving you peace of mind and time to focus on your business.



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### Finance Services

Tape-based backup systems are time and energy consuming, but this is nothing compared to the hassle of suffering data loss or corruption. Compliance is a key issue for businesses operating in the financial services and backing up data produced electronically is a legal requirement. Working from a home office is generally less secure than a traditional office network and unfortunately increases the risk of data loss.

As well as ensuring the physical and online aspects of your data, CloudSecure Online Backup is a completely automated disk-to-disk data backup and recovery solution. It is uniquely designed for network efficiency, centralised management, policy-based control and simplicity of use. These features are especially beneficial to computer users and systems that operate both inside and outside the confines of a company's IT networks.

### Branch and Small Offices

Branch and small offices generally do not have the resources of larger organisations. Physically separated from head office or being totally independent, there is rarely any IT Support on-site and certainly no one dedicated to data backups. Yet the data produced is vital to operations and business continuity, especially sales and accounts data. Branch offices are difficult to support as they cannot always be relied upon to perform regular data backups in a stringent fashion. This is because they have more important tasks to be getting on with. The result is an increase for support from central IT.

CloudSecure Online Backup provides an audit trail that can be queried using centralised reporting to check who modified settings in the Storage Platform. The transfer and storage of critical information creates several problems for organisations, especially if the majority of data reside remotely.



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CloudSecure Online Backup utilises client/server architecture to securely replicate data from the client device to a central backup server. File filtering, compression and proprietary binary change extraction are processes that minimise bandwidth utilisation and facilitate secure version control.

### Service Companies

Service companies have the widest range of business processes and different types of data to protect - sales, accounting, projects, stock, purchasing payroll and HR. With very few exceptions all the data used in these functions is processed and stored electronically.

A simple hard-disk failure, which will eventually happen, can crash a key system, preventing invoicing at the end of the month or even worse - the payroll. An out-of-action system for processing orders will mean lost sales and revenue, unhappy customers and inactive administration teams. The loss of project information, for example, can have serious implications such as unmet deadlines, loss of suppliers and clients, uncontrolled budgets and, worse of all, financial loss.

It is for these reasons that managers from successful businesses value their data and seek secure and reliable ways of protecting it. They understand that business continuity is vital - processes cannot stop and projects cannot be delayed - in the event of a disaster, the recovery process must be simple, fast and efficient.

CloudSecure Online Backup can protect your most important data from all sorts of adversities. Your data is stored at duplicated, secure, off-site locations to give you complete protection and can be accessed and recovered using any internet point. An average daily backup takes less than five minutes, with the files being encrypted and compressed before transmission with recovery and restoration achievable within few mouse clicks.



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### Charities and Non-Profit Organisations

Data is one of the most valuable assets for charities and other non-profit organisations. Just like any other commercial organisation, they have important and sometimes confidential data to protect. What makes charities and non-profit organisations different from a commercial business is the increased pressure to exchange every penny earned into useful projects for their causes.

The consequence of this is that there is fewer internal staff to provide operational support and smaller budgets for operational needs. But like most organisations they cannot afford to be disrupted by system downtime or loss of income as a result of lost data. CloudSecure Online Backup is affordable and user-friendly. It has all the powerful features and functionality you would expect from an enterprise class service. The majority of our customers have experienced payback within six months of deployment.

Installation is easy and in most cases deployment can be remotely administered. As part of the service, CloudSecure also provide training on how to get the best from your Online Backup Service. We also offer a range of support methods – from online self help and a service status line to a help desk available 24/7.

### Education

Schools, further education, higher education and university departments have vast amounts of administrative, research and curriculum data being produced and stored on computers on an ever increasing basis.

Restricting vast amount of data produced daily by students and personnel can be a hard battle to fight against and securing important and confidential data concerning staff, pupils and school presents a real challenge to management. Confidentiality and security are crucial for educational establishments and data loss is highly disruptive. It would be a catastrophe for a university to lose years of research work, for example.



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Time for data backup can be a problem for schools, colleges and universities. There is rarely a dedicated IT person in smaller schools or colleges, and in larger establishments there are too many projects to be completed to waste time on backup.

CloudSecure Online Backup replaces or complements your existing backup methods. It takes a full backup of your data and from there on extracts the changes on a frequent basis, which is then encrypted and transmitted to a Data Centre. Once at the Primary Data Centre, your data is immediately replicated to a Second data Centre. Your only action is checking that the backup worked – a five minutes task.

Recovery of data is even easier. Simply log on to your CloudSecure Online Backup account, find the file or folder you want to restore and click. The file or folder is returned to your location of choice. Web access means that you don't need to be in the office to perform a recovery – just log on from any internet connection worldwide and get access to your data.

### Consultants

Consultants within professional organisations sell time, knowledge and skills. Like many businesses, computer based information is critical. Proposals, research, reports, sales and CRM related information are all priceless.

Fee income is directly related to the productivity of billable staff. If billable personnel are non-productive, it can impact directly on business revenue. There is no time to waste searching for lost data or re-creating corrupted files - never mind the stress that this can cause as the client deadline is looming.

The reputations of expert consultants are extremely valuable and losing client data or leaving the door open to information confidentiality breach by not properly protecting your data are not an option. So what value would you put on lost project data, lost productivity and, even worse, damaged reputation?

CloudSecure Online Backup takes in consideration that data privacy is high on priority lists and makes use of SSL protocol standard (1024 bit RSA key exchange, 128 bit RC4 stream cipher and SHA-1 integrity checking) for



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secure data transmission and communication between the various online backup components. Data is stored using 448-bit Blowfish encryption in CBC mode, which is considerably more secure than the encryption used for internet banking and online credit card transactions.

### Mobile Workers

The necessity of business travel and multiple offices can make data backup a particular challenge. Working from home, at a client site or in multiple locations, you have to ensure that your data is safe and available. You may spend too much of your time away from the office to store your data on central file servers.

Working constantly on the move also means that the data is much more at risk - either on a home-office PC or on a laptop. There are many challenges for mobile workers trying to keep their data safe – laptop theft, physical damage of equipment by being dropped, mishandled or even a spilt of coffee.

The data is often sensitive and confidential - it could be client contact records, detailed sales proposals, details of a client's project and often the data is time critical – information is needed for a presentation in one hour. When a file is lost, businesses cannot afford to wait for it to be recovered.

Security is paramount when using an online backup service and CloudSecure has taken all the steps to ensure that not only your data is safe to the highest level of encryption whilst in transit across the internet, but we also make sure that your data is quickly accessed when needed. We also make sure that security is guaranteed at the Data Centres with pass cards entry systems, 24-hour guard, state of art CCTV systems and a complete suite of fire and theft prevention devices employing the latest technologies.