

ASIS, LLC

IT Support, Websites & Custom Programming

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Phone: (732) 549-6030 Fax: (732) 549-1585

IT Solutions to Power Your Business

The 3 Most *Expensive & Deadly* Computer Disasters That Wipe Out Small Business Owners ... And How To Avoid Them

**An Urgent Warning To All Small Business Owners:
If You Depend On Your Computer Network To Run Your Business, This
Is One Report You DON'T Want To Overlook!**

You'll Discover:

- **5 Critical security measures every small business should have in place.**
- **The single costliest mistake most small business owners make when it comes to protecting their irreplaceable company data.**
- **How to avoid costly network repair bills.**
- **A simple way to protect your network that won't cost you a dime!**

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**From the Desk of:
Kristin Tencza
ASIS, LLC**

Dear Colleague,

Have you ever lost an hour of work on your computer?

Now imagine if you lost days or weeks of work – or imagine losing your client database, financial records, and all of the work files your company has ever produced or compiled.

Imagine what would happen if your network went down for days where you couldn't access e-mail or the information on your PC. How frustrating would that be?

What if a major storm, flood, or fire destroyed your office and all of your files? Or if a virus wiped out your server...do you have an emergency recovery plan in place that you feel confident in? How quickly do you think you could recover, if at all?

Many small business owners tend to ignore or forget about taking steps to secure their company's network from these types of catastrophes until disaster strikes. By then it's too late and the damage is done.

Statistics for small and mid-size businesses show that 6 out of 10 businesses will experience some type of major network or technology disaster that will end up costing them between \$9,000 to \$60,000 in repairs and restoration costs *on average*. That doesn't even include lost productivity, sales, and client good-will that can be damaged when a company can't operate or fulfill on its promises due to a down network.

What's most exasperating about this situation is that 100% of these disasters and restoration costs could have been completely avoided easily and inexpensively. That's why I decided to write this report.

I have found that most small business owners have no idea of the importance of regular preventative maintenance and disaster recovery planning because they are already swamped with more immediate day-to-day fires demanding their attention. If their network is working fine today, it goes to the bottom of the pile of things to worry about. In most cases, no one is watching to make sure the back ups are working, the virus protection is up-to-date, or that the network is "healthy".

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This is like saying you're too busy driving your car on the highway to put your seatbelt on. Taking that simple preventative step doesn't really show its true value until you get into a head on collision; at that point you are either extremely relieved that you had it on or incredibly sorry that you didn't.

The same holds true with your computer network. Obviously the information on the disk is far more valuable than the disk itself. If your company depends on having access to the information stored on your server or PC, then it's time to get serious about protecting it from damage or loss.

Why Small Businesses Are Especially Vulnerable To These Disasters

With the constant changes to technology and daily development of new threats, it takes a highly-trained technician to maintain even a simple 3 to 5 person network. The costs of hiring a full-time IT person are just not feasible for the small business owner.

In an attempt to save money, most try to do their own in-house IT support and designate the person with the most technical expertise as the part-time IT manager. This never works out because this make-shift IT person has another full-time job to do and is usually not skilled enough to properly support an entire computer network anyway.

This inevitably results in a network that is ill-maintained and unstable. It also means that the backups, virus updates, and security patches are not getting timely updates, or may even be set up improperly giving a false sense of security.

It's only a matter of time before the network crashes. If you're lucky, it will only cost you a little downtime but some companies realize only after their system crashes that the backup is not working and they have to spend a lot of additional money and lost productivity to fix everything and get the systems up and running again.

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The 5 Most Important Things You Should Do To Make Sure Your Company Is Protected From These Types Of Disasters:

While it's impossible to plan for every potential computer disaster or emergency, there are a few easy and inexpensive measures you can put into place that will help you avoid the vast majority of computer disasters you could experience.

Step#1: Make Sure You Are Backing Up Your System

It just amazes me how many businesses never back up their computer network or check daily that they are working. Imagine this: you write the most important piece of information you could ever write on a chalk board and I come along and erase it. How are you going to get it back? You're not. Unless you can remember it, or if YOU MADE A COPY OF IT, you can't recover the data. It's gone. That is why it is so important to back up your network. There are a number of things that could cause you to lose data files.

The latest CRYPTOLOCKER VIRUS actually HOLDS YOUR FILES FOR RANSOM by encrypting them and FORCING YOU TO PAY THE HACKERS bitcoins to get your data UNLOCKED! If you don't have a good backup, you will be forced to pay what ever they ask or risk losing it all. If the information on the disk is important to you, make sure you have more than one copy of it.

Step #2: Perform A Data Restore To Make Sure Your Backups Are Working Properly

This is another big mistake I see. Many business owners set up some type of backup system, but then never check to make sure it's working properly. It's not uncommon for a system to APPEAR to be backing up when in reality, it's not. Sometimes the disk gets full, the backup program hangs- there are countless reasons why it stops but unless you regularly check on the backups, you will not know that you're not protected until it is too late. Similarly, unless you do a test and try to get back some of the files you can't be sure it is fully working.

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Step #3: Keep An Offsite Copy Of Your Backups

What happens if your office gets robbed and they take EVERYTHING? What happens if a fire or flood destroys your server AND the backup tapes or drive? This is how hurricane Katrina & Sandy devastated many businesses that have now been forced into bankruptcy. Having an off-site back up is simply a smart way to make sure you have multiple, redundant copies of your data.

A new feature is the ability to not only have your files offsite, but you can BRING UP A COPY OF YOUR SERVER FROM A REMOTE LOCATION in MINUTES. Large corporations always had this technology, but now it is affordable for small businesses too.

Step #4: Make Sure Your Virus Protection Is ALWAYS On And Up-To-Date AND Updates are Properly Applied

You would have to be living under a rock to not know how devastating a virus can be to your network. With virus attacks coming from spam, downloaded data and music files, web sites, and even e-mails from friends, you cannot afford to not be protected.

Not only can a virus corrupt your files and bring down your network, but it can hurt your reputation. If you or one of your employees unknowingly spreads a virus to a customer, or if the virus hijacks your e-mail address book, you're going to make a lot of people very angry.

However, just having antivirus is not enough. If you don't install the Windows updates and updates for other popular programs, hackers can take control of your PC. This includes having outdated operating systems such as Windows XP.

Now that Microsoft has stopped supporting Windows XP, those computers are not receiving updates critical to keeping the computer and your data safe. A computer that can access data on your server is also a vulnerability for your server and the entire set of data for your business as viruses/malware not only attack the computer but any files it can access.

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Step #5: Set Up A Quality Firewall

Small business owners tend to think that because they are “just a small business”, no one would waste time trying to hack in to their network, when nothing could be further from the truth. There was a law firm that setup a server without a computer professional and they didn’t think it was important to connect the firewall. Within hours, the server was taken over by malicious code and files that slowed it to a crawl and was so pervasive that Microsoft Engineers said their server had to be completely wiped out and re-installed. The simple fact is there are thousands of unscrupulous individuals out there. It is big business for crooks all over the world to use your computers for illegal activities so they don’t get caught.

These individuals strike randomly by searching the internet for open, unprotected ports. As soon as they find one, they will delete files or download huge files that cannot be deleted shutting down your hard drive. They can also use your computer as a zombie for storing pirated software or sending spam which will cause your ISP to shut YOU down and prevent you from access the Internet or sending and receiving e-mail.

If the malicious programs can’t be deleted, you’ll have to re-format the entire hard drive causing you to lose every piece of information you’ve ever owned UNLESS you were backing up your files properly (see 1 to 3 above).

How Disaster-Proof Is YOUR Network? FREE Security Audit Reveals The Truth

Hopefully this report acted as an eye opener to all small business owners who are not adequately protecting their data and computer network. If you are not doing the 5 steps outlined in this report, your network is an accident waiting to happen and the most important thing for you to do now is take immediate action towards protecting yourself.

One of the biggest, costliest mistakes you can make is to ignore this advice with the false hope that such a disaster could never happen to **you**.

Because you have taken time to request and read this report, I would like to help you make sure your company is safe from harm by offering you a FREE Network Security Audit.

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During this audit I will come on site and...

- ✓ **Pinpoint any exposure to or risk** from hackers, viruses, spyware, spam, data loss, power outages, system downtime, and even employee sabotage.
- ✓ **Review your system backups** to make sure the data CAN be recovered in case of a disaster. You don't want to discover that your backups were corrupt AFTER a major disaster wiped out your network.
- ✓ **Scan your network for hidden spyware and viruses** that hackers "plant" in your network to steal information, deliver spam, and track your online activities.
- ✓ **Look for hidden problems that cause error messages, slow performance, and network crashes.**
- ✓ **Answer any questions you have** about your network or keeping it running problem free. I can also give you a second opinion on any projects you are considering.

There Are No Strings Attached, But You Have To Hurry...

As you might have guessed, I cannot extend this offer forever, because time and staff limitations simply won't allow it.

If you want to say goodbye to your computer problems and stop worrying about the security of your data from hardware failures, viruses, hackers, and other threats, then you'll want to sign up right now for this Free Network Security Audit.

There is absolutely no obligation or pressure for you to buy anything, or to ever use our services again. As I stated earlier, this is simply an easy way for us to demonstrate how we can help your business at no risk to you.

How To Secure Your Free Network Security Audit

1. Fill out our online form: <http://asisnj.com/prevent>
2. Call us directly at 732-549-6030
3. Fill in and fax back the enclosed request form.

Kristin Tencza
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“Yes! I Want To Make Sure My Network And Company’s Data Are Safe From Harm”

Please sign me up for a FREE Security Audit so I can make sure I am doing everything possible to secure my network. I understand that I am under **no obligation** to do or to buy anything by requesting this audit. I further understand that these audits are being made available on a **first-come, first-served basis**.

Please fill out our online form: <http://asisnj.com/contact-us>

Or Please Complete And Fax Back:

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ ST: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Number of PCs: _____

Operating System: _____

Fax To: 732-549-1585

Call Us Direct At: 732-549-6030