

Dumb Reasons Why Businesses Don't Back-up Company Financial Data Daily

My company really isn't big enough to need daily computer backup. Not only that, my time is better spent networking and establishing the business.

You're certainly not alone if this is the way you feel - a large percentage of small businesses *never* back up their financial data. It's no surprise, considering "solo-preneurs" work an average of 70 hours/week. Balance Books can help you complete the accounting functions quickly and effectively. Not only that, utilizing QuickBooks to manage your business means your customer and vendor and names and contact information are backed up and available on any computer with an Internet connection.

I work on a laptop, so my data is safely offsite every night.

In a way, you have a point. But *2,000* laptops are stolen *every day* in North America. They're stolen from cars, from the check-in line at the airport, and even from your office while you're away from your desk. Laptops are also the unfortunate targets of spilled coffee mugs and unintentional roughness during transport. If anything, your laptop is more at risk for data loss than your desktop computer, and it's certainly not the backup solution you should rely on.

My computer is brand new, so I'm not worried about backing up my data just yet.

In February 2007, when *Google Inc.* released their widely talked-about whitepaper entitled "Failure Trends in a Large Disk Drive Population". According to this study, which is the most extensive ever completed, *hard drives are most likely to fail if they are less than 3 months old, or more than 2 years old.* If you think daily computer backup is unnecessary because your computer is brand new, you may be in for a terrible surprise. It is impossible to predict how soon, or when, your computer might crash.

Daily offsite backup is too expensive.

Why work so hard to build your business to its current level of success, only to have your data fall victim to a fire, unsympathetic laptop thief, or a hard drive crash? It takes dozens of hours and costs thousands of dollars to recreate a QuickBooks company file, not to mention the wasted time, embarrassment of contacting your clients to let them know you've lost their personal information, and the amount of business you're likely to lose as a result. Balance Books can provide your company with reliable, daily backup of financial data you need to make you feel secure. Our service is cost-effective and requires little-to-zero IT maintenance.

I don't have the time to perform a daily backup. Once a month is good enough for my business.

This theory isn't so flawed...as long as you conveniently lose your data within a day or two of your scheduled monthly backup, which isn't likely. So under any other circumstance, you stand to lose weeks worth of progress, just because you didn't

ensure that your data was backed up nightly. Be honest with yourself - computer crashes are always unexpected.

I'm pretty sure my IT consultant takes care of that.

Do you have confirmation that your critical information is being safely stored offsite daily? Most IT professionals supporting small businesses do not provide this service.

Balance Books provides daily back-up of data on redundant servers to all of its Online Office clients, because your company's livelihood depends on that information. Because server data is automatically backed up, human intervention can be eliminated, thereby limiting the potential for human error. You can rest easy knowing your financial data is backed up to secure offsite servers 365 days a year.

My assistant performs a daily backup every day she's in the office, so we're pretty well covered.

You know what they say about that Murphy ... he's a real devil at all the wrong times. When a crash occurs, it'll most likely be a holiday weekend, the week your assistant is on vacation, or the day everyone but you was out sick. Don't fall into the trap of relying on technology to keep on working as it should. That's just not the way Murphy rolls.

My accountant backs up my accounting files for me once a year.

Once a *year?! That is insufficient protection against data loss. Having to recreate 6 or 8 or 11 months worth of bookkeeping records is time-consuming and costly. On average, it takes 21 days and \$19,000 to re-key 20MB of accounting data. As they say, an ounce of prevention is worth a pound of cure.*