

LET'S TALK DATA LOSS

BREAKING DOWN WHY YOUR DATA NEEDS PROTECTED

It's all too easy to put off getting a backup solution – until it's too late and your business data has disappeared. Despite the proven pain of data loss, many small to medium businesses (SMBs) continue to stick their heads in the sand when thinking about the need for backup.

DON'T FALL PREY TO THESE COMMON FALLACIES!

"IT WON'T HAPPEN TO US."



Based on current rates, it's a coin flip whether you'll experience a data breach or get hit by a ransomware attack in the next year.

- 46% of US companies experienced a data breach in the U.S. in 2018 (and the number is growing each year)
- 55% of US businesses suffered a ransomware attack in the last 12 months.

"WE'RE TOO SMALL TO BE TARGETED."



Attackers see SMBs as softer targets than enterprises, as they have fewer security resources, less sophisticated defenses, and are more inclined to pay ransoms because they simply can't afford the downtime.

- 67% of SMBs experienced a cyber attack in 2018 and 58% experienced a data breach.
- 58% of data breaches in 2018 categorized as small businesses.



"MICROSOFT STORES OUR DATA, RIGHT?"



Microsoft 365 and Office 365 only store data for 30 days, and Microsoft themselves recommend the use of a third-party backup solution in their Microsoft Services Agreement.

- It takes businesses an average of 140 days from data compromise to detection!
- 81% of surveyed IT professionals experienced data loss in Microsoft 365 or Office 365.

"WE'RE SAFE, OUR DATA IS IN THE CLOUD."



SaaS applications are still vulnerable to data loss, because human error is the main cause of data loss.

- Over 70% of data loss in cloud apps is due to accidental or malicious deletion by end users
- 32% of companies lose data in the cloud: 64% due to accidental deletion, 13% due to hackers, 7% due to malicious deletion, and 16% due to software issues.

SO, WHAT CAN YOU DO?

While implementing a comprehensive, layered security strategy can be overwhelming, the first step you can take is to speak with an expert to understand the best options for your business.

Contact us today!

**DON'T BECOME ANOTHER STATISTIC ABOUT DATA LOSS.
BRAVO HAS YOUR BACK**



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