

What Every Small Business Owner Must Know About Protecting and Preserving Their Company's Critical Data and Computer Systems

If You Depend On Your Computer Network to Run Your Business, This is One Report You DON'T Want to Overlook!

This report will outline in plain, non-technical English common mistakes that many small business owners make with their computer network that cost them thousands in lost sales, productivity, and computer repair bills, as well as providing an easy, proven way to reduce or completely eliminate the financial expense and frustration of these oversights.

You'll Discover:

- The single most expensive mistake many small business owners make when it comes to protecting their company data.
- The universal misconception business owners have about their computer networks, and how it can end up costing between \$9,000 to as much as \$60,000 in damages.
- 6 Critical security measures every small business should have in place.
- How to greatly reduce – or even completely eliminate – frustrating crashes, slow performance, and other annoying computer problems.
- How to avoid expensive computer repair bills and get all the computer support you need for a low, fixed monthly rate.

From the Desk of: Jack Marder
President
Zanacore Technologies



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?

Or, 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.

But That Could Never Happen to Me!

(Many Business Owners Like to Believe That About Their Businesses...)

After working with over 87 small and mid-size businesses in the Atlanta area, we found that 6 out of 10 businesses will experience some type of major network or technology disaster that could end up costing them as much as \$30,000 in repairs and restoration costs.

That doesn't even include lost productivity, sales, and client goodwill that can be damaged when a company can't operate or fulfill on its promises due to technical problems.

While it may be difficult to determine the actual financial impact computer problems have on your business, you can't deny the fact that they do have a negative effect. If you've ever had your business grind to a screeching halt because your server crashed, you must have some idea of the frustration and financial loss to your business even if you haven't put a pencil to figuring out the exact cost.

Most Computer Problems Are Hidden and Strike Without Warning, And at The Most Inconvenient Times

Hardware failure, viruses, ransomware, and other problems usually aren't detected until after they strike by causing a server to go down, data to be lost, or some other catastrophe. Viruses and Ransomware are particularly sneaky because they are designed to hide themselves while they do their damage. For example, spyware can secretly transmit information about you and your company to an outsider without being visible to you.

Even if your network was recently audited by a computer consultant, viruses, spyware, and hackers are constantly attacking your network (that is why we constantly monitor our clients' networks because you never know when a new virus is going to strike).

Unfortunately, many computer consultants only offer "break-fix" services. That basically means when something breaks or stops working, they come in and fix it. While this may seem like a good setup for you, it actually leaves you wide open to a number of threats, problems, and other disasters because it is *reactive* rather than *proactive* maintenance.

Take a look at these statistics:

- Companies experience an average of 501 hours of network downtime every year, and the overall downtime costs an average of 3.6% of annual revenue. (*Source: The Costs of Enterprise Downtime, Infonetics Research*)
- 93% of companies that lost their data center for 10 days or more due to a disaster filed for bankruptcy within one year of the disaster, and 50% filed for bankruptcy immediately. (*Source: National Archives & Records Administration in Washington.*)
- 20% of small to medium businesses will suffer a major disaster causing loss of critical data every 5 years. (*Source: Richmond House Group*)
- This year, 40% of small to medium businesses that manage their own network and use the Internet for more than e-mail will have their network breached by a hacker, and more than 50% won't even know they were attacked. (*Source: Gartner Group*)
- Of those companies participating in the Contingency Planning & Management Cost of Downtime Survey: 46% said each hour of downtime would cost their companies up to \$50,000, 28% said each hour would cost between \$51,000 and \$250,000, 18% said each hour would cost between \$251,000 and \$1 million, and 8% said it would cost their companies more than \$1million per hour. (*Source: Cost of Downtime Survey Results, 2001.*)
- Cyber-criminals stole an average of \$900 from each of 3 million Americans in the past year, and that doesn't include the hundreds of thousands of PCs rendered useless by spyware. (*Source: Gartner Group*)

What These Failures Are REALLY Costing Your Business

Even if you don't factor in the soft costs of lost productivity, there is a hard cost of repairing and restoring your network. Most major network repairs will require a minimum of four to eight hours on average to get the network back up and running. Plus, most consultants cannot get on-site to resolve the problem for 24 to 48 hours. That means your network could be down for one to two days.

Since the average computer consultant charges over \$135 per hour plus a trip fee and a surcharge if it's an emergency, the average cost of these repairs is \$800 to \$1,200; and that doesn't even include any software or hardware costs that may also be required. Over a year, this results in \$1,800 to \$3,000 in costs without even considering hardware and software costs, or other soft costs of lost sales and work hours. Of course, those numbers quickly multiply with larger, more complex networks.

What's most exasperating about this situation is that 100% of these disasters and restoration costs could have been completely avoided or greatly mitigated easily and inexpensively with a little planning and proactive maintenance.

Why Small Business Are Especially Vulnerable To These Disasters

With the constant changes to technology and the daily development of new threats, it takes a highly-trained technician to maintain even a simple 3 to 5-person network; however, the cost of hiring a full-time, experienced technician is just not feasible for most small business owners.

In an attempt to save money, many 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 makeshift 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, 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 there's always a chance you could end up like one of these companies:

Two Failed Hard Drives Cost Health Products Company \$23,000 and 9 Days of Downtime

The back office of a health products company had two hard drives fail at the same time, causing them to lose a large number of critical customer files.

When their computer guy attempted to recover the data from the system backups, they found the backups weren't functioning properly. Even though they appeared to be backing up all of this company's data, they were in fact worthless. In the end, recovering the data off of these failed drives took a team of disaster recovery specialists 9 days and \$15,000. In addition to the recovery costs, they also incurred \$8,000 in other services to get their network restored and stabilized.

Had they been properly monitoring their network, they would have been able to see that these hard drives were failing and that the backups were not performing properly. This would have prevented the crash, the downtime, and the \$23,000 in costs to get them back up and running, not to mention the 9 days of lost productivity while their network was down.

Property Management Company Spends \$9,000 And Weeks of Downtime for A Simple Inexpensive Repair

A 10-user property management company was not monitoring or maintaining their server. Due to the overuse and lack of maintenance, it started to degenerate and eventually shut down under the load. This caused their entire network to be down for two full days and cost them \$3,000 in support fees to get them back up and running. Naturally the costs were much higher when you factored in the lost productivity of their ten employees during that time.

This client did not want to implement a preventative maintenance program so the same problem happened again two months later, costing them another \$3,000 and two days of downtime.

Six months later it happened yet another time bringing their total to \$9,000 in hard costs plus tens of thousands in productivity costs for a problem that could have quickly been detected and prevented from happening.

Six Things You Must Do at A Minimum to Protect Your Company from These Types of Disasters:

While it's impossible to plan for every potential computer problem or emergency, a little proactive monitoring and maintenance of your network will help you avoid or greatly reduce the impact of the vast majority of computer disasters you could experience.

Unfortunately, I have found that many small business owners are NOT conducting any type of proactive monitoring or maintaining their network, which leaves them completely vulnerable to the types of disasters you just read about. This is primarily for three reasons:

#1. They don't understand the importance of regular maintenance.

#2. Even if they DID understand its importance, they simply do not know what maintenance is required or how to do it.

#3. 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. That means no one is watching to make sure the backups are working properly, the virus protection is up-to-date, that critical security patches are being applied, or that the network is "healthy" overall.

While there are over 30 critical checks and maintenance tasks that need to be performed on a daily, weekly, and monthly basis, I'm going to share with you the 6 that are most important for protecting your company.

Step#1: Make Sure You Are Backing Up Your Files Every Day

It just amazes me how many businesses never properly back up their computer network. Imagine this: you write the most important piece of information you could ever write on a chalkboard 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. If the information on the disk is important to you, make sure you have more than one copy of it.

Step #2: Check Your Backups On a Regular Basis to Make Sure They 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. There are dozens of things that can go wrong and cause your backup to become corrupt and useless. That is why it's not enough to simply back up your system; you have to check it on a regular basis to make sure the data is recoverable in the event of an emergency. Remember the Health Products Company that shelled out \$23,000 to recover data they THOUGHT they backed up? Don't let that happen to you.

Step #3: Keep an Offsite Copy of Your Backups

What happens if a fire or flood destroys your server AND the backup drive? This is how hurricane Katrina devastated many businesses that were forced into bankruptcy. What

happens if your office gets robbed and they take EVERYTHING? Having an offsite backup is simply a smart way to make sure you can get your business back up and running in a relatively short period of time.

Step #4: Make Sure Your Virus Protection Is ALWAYS On AND Up-To-Date

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 e-mail, downloaded data and music files, instant messages, web sites, and e-mails from friends and clients, you cannot afford to be without up-to-date virus protection.

Not only can a virus or ransomware corrupt your files and bring down your network, but it can also 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.

Step #5: Use A Good 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. I've conducted experiments where I connected a single computer to the Internet with no firewall. Within hours, over 13 gigabytes of space was taken over by malicious code and files that I could not delete. The simple fact is that there are thousands of unscrupulous individuals out there who think it's fun to disable your computer just because they can.

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, and fill up 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 accessing the Internet or sending and receiving e-mail.

If the malicious programs can't be deleted, you'll have to 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).

Step #6: Update Your System with Critical Security Patches as They Become Available

If you do not have the most up-to-date security patches and virus definitions installed on your network, hackers can access your computer through a simple banner ad or through an e-mail attachment.

Not too long ago Microsoft released a security bulletin about three newly discovered vulnerabilities that could allow an attacker to gain control of your computer by tricking users into downloading and opening a maliciously crafted picture. At the same time, Microsoft

released a Windows update to correct the vulnerabilities; but if you didn't have a process to ensure you were applying critical updates as soon as they become available, you were completely vulnerable to this attack.

Here's another compelling reason to ensure your network stays up-to-date with the latest security patches...

Most hackers do not discover these security loopholes on their own. Instead, they learn about them when Microsoft (or any other software vendor for that matter) announces the vulnerability and issues an update. That is their cue to spring into action and they immediately go to work to analyze the update and craft an exploit (like a virus) that allows them access to any computer or network that has not yet installed the security patch.

In essence, the time between the release of the update and the release of the exploit that targets the underlying vulnerability is getting shorter every day.

When the "Nimda" worm was first discovered back in the fall of 2001, Microsoft had already released the patch that protected against that vulnerability *almost a year before* (331 days). So network administrators had plenty of time to apply the update. Of course, many still hadn't done so, and the "Nimda" worm caused lots of damage. But in the summer of 2003 there were *only 25 days* between the release of the Microsoft update that would have protected against the "Blaster" worm and the detection of the worm itself!

Clearly, *someone* needs to be paying close attention to your systems to ensure that critical updates are applied as soon as possible. That is why we highly recommend small business owners without a full-time IT staff allow their consultant to monitor and maintain their network.

Announcing A Simple and Easy Way To Ensure These Disasters Don't Happen to Your Business:

If you are sitting there thinking, "This all sounds great, but I don't have the time or the staff to handle all of this work," I've got the solution.

Thanks to a service we offer called, "*NetGuard*", we can completely take over the day-to-day management and maintenance of your computer network and **free you from expensive, frustrating computer problems, downtime, and security threats**. You'll get all the benefits of a highly-trained, full-time IT department at only a fraction of the cost.

And here is the best part...

In most cases, we can cut your IT support costs by 30% to 50% WHILE improving the reliability and performance of your network and eliminating spyware, spam, downtime, and other computer frustrations!

The Benefits Are Obvious:

- **You'll eliminate expensive repairs and recovery costs.** Our network monitoring and maintenance will save you money by preventing expensive network disasters from ever happening in the first place.
- **You'll avoid expensive trip fees while receiving faster support.** Our remote monitoring software will enable us to access and repair most network problems right from our offices. No more waiting around for an engineer to show up!
- **How does faster performance, fewer "glitches", and practically zero downtime sound to you?** Under this program, that is exactly what we'll deliver. Some parts of your system will degrade in performance over time, causing them to slow down, hang up, and crash. Our preventative maintenance and network monitoring will make sure your computers stay in tip-top shape for maximum speed, performance, and reliability.
- **You will have ALL of the benefits of an in-house IT department WITHOUT all of the costs.** As a NetGuard Managed Network customer, you'll have access to a knowledgeable support staff that can be reached quickly should you have any kind of problem or question.
- **All Support Service Is Included!** Most IT firms will nickel and dime you over every little thing they do; under this program, you'll pay one flat, affordable rate and get all of the technical support you need. Even when we make a service call. No hidden charges.
- **You will never have to fear a big, expensive network repair bill.** Instead, you can budget for network support just like rent or insurance.
- **You'll sleep easier** knowing the "gremlins at the gate" are being watched and kept out of your network.
- **You'll safeguard your data.** The data on the hard disk is always more important than the hardware that houses it. If you rely on your computer systems for daily operations, it's time to get serious about protecting your critical, irreplaceable electronic information.
- **You'll finally put a stop to annoying spam, pop-ups, and spyware** taking over your computer and your network.
- **You'll gain incredible peace of mind.** As a business owner, you already have enough to worry about. We'll make sure everything pertaining to your network security and reliability is handled so you don't have to worry about it.

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 6 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 the time to request and read this report, I would like to offer you a FREE Network Security Audit. Normally I charge \$450 for this service, but as a prospective client, I'd like to give it to you for free as a way of introducing our "*NetGuard*" program to your company.

During this audit we 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.
- ✓ **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're a business manager with a server and ten or more workstations and 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 in and fax back the enclosed request form.
2. Call me direct at 678-822-5815
3. Send an e-mail to sales@zanacore.com with the words, "Security Audit" in the subject line. Be sure to include your company name, address, and phone number so I can follow up with you.

Good Networking,

Jack Marder, President
Zanacore Technologies
678-822-5815
www.zanacore.com

P.S. Please note that this offer for a **FREE Network Security Audit won't be around forever.** While we would love to be able to give these away to everyone, staff and time limitations simply won't allow it. That's why you should respond to this offer today.

You have my word that you will not be under any pressure or obligation to buy anything, or to ever use our services again.

“Yes! I Want to Make Sure My Network and Company’s Data Are Safe from Harm”

Please sign me up for a **FREE Network 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 Complete And Fax Back:

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ ST: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Number of PCs: _____

Fax To: 770-381-8394 (or)

Call Me Direct At: 678-822-5815 (or)

E-Mail to: sales@zanacore.com
(With words “Security Audit” as the Subject)

Here's What Are Clients Are Saying About Us:

“Zanacore is like having an IT expert on staff at a much reduced cost”



**Jim Ollick – Bus Mgr
Med-Acoustics, Inc.**

With today's technology an IT person must stay up to date with all of the latest changes and best practices. Zanacore has years of experience with a proven track record of doing this for us. You may find a less expensive service but, as they say, you get what you pay for, do you want your business processes relying on inexpensive questionable support or would you go with a proven support team. I know where my company puts its IT support money, and that is in Zanacore.

“We can sleep at night knowing our network servers and data are safe”

Another area that is very important to us is protecting our network from data loss due to hardware failure. Zanacore continuously monitors our critical hardware and systems for any signs of trouble and takes measures to proactively resolve them as quickly as possible. They also make sure that our servers and critical databases are secure and backed up locally and off site. We can sleep at night knowing we will come to work with our network, servers and data ready for us without worrying about lost productivity from staff sitting around waiting for someone to fix the network.

Unfortunately, today we also have to deal with protecting our critical data from cyber thieves trying to hack into networks to steal company, client, and financial information. Our own clients also depend on us to protect their information stored on our servers. With Zanacore NetGuard we have all the necessary hardware and software systems to protect us.

Intel recommends Zanicore support for Law Firm



Bob Penman - Sr. Partner
Graham & Penman LLP

Before Zanicore, we had experience with two other IT contractors working with our system. We went the cheap, startup route at first and we were able to negotiate specialized deals based on fee swaps and “introduce me to your friends” pricing. While that was fantastic to start, eventually we saw service levels drop. We also had problems with inexperienced providers as they tended to miss deadlines because they weren’t sufficiently staffed and they were difficult to contact when they were servicing larger customers.

“When we had server issues or key applications down, it was expensive, stressful, and unacceptable.”

Then we considered the tradeoff of spending more on direct IT support cost versus the cost of downtime and our lawyers having to deal with IT issues outside our specialty. We realized that fixing something takes far longer than preventing it in the first place and you also have to deal with the side effects in a failure (lost productivity, data, and hair). We knew the additional cost for better proactive support would be justified. We also had confidence Zanicore would perform based on the recommendation we received from Intel’s corporate office and we have certainly been pleased with Zanicore service relative to cost. As an added bonus, we now have happier employees as well.

I found Zanicore’s NetGuard pricing was very competitive when compared like for like service-wise. The pricing we received from other providers would fluctuate automatically based on the number of users or services while your NetGuard model was based more on whether changes were material. Having a fixed monthly price for our support has allowed us to budget better for IT support. We previously used to see big spikes in some months which could cause difficulty with cash flow.

“Before we switched to Zanicore we were at severe risk of catastrophic loss because numerous maintenance issues were being neglected.”

We weren’t getting security updates installed and our computers were subject to viruses or data breaches. The server wasn’t being updated and backed up properly which was a great concern. Now I sleep better at night knowing our network is safe. I recommend Zanicore NetGuard for any business which is dependent on a reliable and stable data network.

“Customer service is by far the most important criteria I use to evaluate our vendors”



Adam Pomeranz - CEO
Annandale Village

As technical as your world can get, the simple concept of customer service is by far the most important criteria I use to evaluate our vendors. Jack, Jason, and their team provide excellent customer service and I appreciate it very much. In fact, though we do something very different than Zanicore, I hope we provide the same level of customer service to our customers as consistently as they do.

At Annandale we regularly evaluate our costs as compared to the benefits when looking at our vendor relationships. I cannot recall if Zanicore had the lowest quote when we originally put the IT contract out to bid, but we saw there was a significant return for a reasonable price. We signed with Zanicore and haven't regretted it for a minute. Their NetGuard service has been worth every penny. I have a horrible habit; when I see a senior level employee do a task unrelated to their specialty – a task not requiring much expertise – I immediately in my mind start converting their salary into an hourly rate and question is that activity worth the amount I just spent. Before we signed with Zanicore, the answer was often, “No.” I would see my CFO, the second highest paid employee in the organization attending to every employee's most minor IT need and I would cringe. Since Zanicore came on board, it has been wonderful. They really do take care of everything and because of the flat rate structure, we allow employees to contact Zanicore directly. We have also evaluated the option of hiring an in-house IT person, and the numbers do not make sense. It is more cost effective to use Zanicore.

“We have no down time – or, at least so minimal, that I can't remember the last time our network was down”

Lastly, as we grew over the last few years and came to rely more on our information systems, it became increasingly more important to protect our information and our software. Zanicore monitors and maintains our network through their own systems and best practices. As a result, we have no down time – or, at least so minimal, that I can't remember the last time our network was down. Prior to contracting with Zanicore, that was not the case. We would occasionally encounter problems and as a result our network would go down and remain down for some time. We are now about to implement an electronic health record and simply cannot afford to risk downtime; therefore, the investment in Zanicore's NetGuard protection is well worth it.