



# There Are 3 Critical Elements You Must Have In Place To Guarantee A Fast, Pain-Free Recovery Of Your Critical IT Systems In The Event Of A Data-Erasing Disaster, Yet Most Businesses Don't Have Even *One*

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From the Desk of Mike Bazar  
President/CEO, Bazar Solutions

Dear Colleague,

When it comes to backing up and protecting your company's critical data, you need to know for certain – **without any lingering doubts** – that you could recover your files and be back up and running again fast after a natural disaster, server crash, hacker attack or other data-erasing event.

Yet most business owners don't know for sure if all of their data is being backed up. Even fewer conduct regular test restores to ensure that their backups are actually working, and many don't have a clue what they would do if they suddenly lost their data or ability to access it due to a fire, flood or other disaster. To make matters worse, almost no one keeps records of software licenses and discs that are necessary to restore a corrupt or critically damaged server – so even IF they are lucky enough to have all their data, they soon realize that *data backup* is only one component and doesn't necessarily guarantee a speedy *recovery*.

**If I just described you, I urge you to drop what you are doing right now and read this letter.**

My name is Mike Bazar, President/CEO of Bazar Solutions We specialize in keeping critical computer and IT systems up, running and problem free for small business owners like you. Unfortunately, many of the companies we meet with DON'T have a reliable backup and disaster recovery system in place and are "hoping" that their current tape backup will work when they need it.

And since fewer than \*10% of small and medium business owners have a solid disaster recovery plan in place, we're making it our personal mission to educate as many West Texas business owners as possible about the dangers of not having a rock solid offsite backup and disaster recovery plan for their data and critical IT systems.

## 3 Essentials Your Backup System Must Have

### Critical Element #1: Secure, Encrypted Offsite Backup

While we recommend that you have onsite backup, it's absolutely **critical** to keep an encrypted copy of your data offsite as well. If a fire burns your office to the ground – or a thief breaks in and steals your server and equipment – or a natural disaster floods your office or makes it impossible to access your PCs and server, the onsite backup will be useless to you. And copying your data to a tape drive or other device and carrying it home every night isn't the safest or smartest system either. Data needs to be encrypted to prevent it from falling into the wrong hands – and if you are storing "sensitive" data (like credit card numbers, financial documents, medical records and information or even client e-mail addresses and information) on an unencrypted portable device you may find yourself having a VERY uncomfortable conversation with your clients about...



...how you exposed their data to an identity thief or hacker.

## **Critical Element #2: A Data Recovery And Disaster Recovery Plan**

A HUGE mistake many business owners make is thinking that data backup is the same as disaster recovery – it's not. Many business owners are shocked to find out just how long and arduous the process is to get all their data back after a disaster – and that's IF they have a good, clean copy of ALL their data (most are surprised to find out they don't). Just having a copy of your data isn't enough; you need to have a plan in place to get everything restored quickly, which is something that tape drives and other physical backup devices don't offer.

## **Critical Element #3: Test Restores**

After you have a good backup system in place, you need to test it regularly to make sure it works. Point is, there's something wrong if you aren't doing this simple check at least once a month (possibly more for more critical data). If your current IT company or person is not doing this, you can't have any confidence in your current backup system.

## **Free Data Backup Audit Reveals How Reliable Your Backup *Really* Is**

As a prospective client, I'd like to give you a complimentary audit of your current data backup system so you can know for sure just how fast you could get back up and running in the event of a disaster – if at all. Normally we charge \$497 for this type of review, but we've decided to extend this to a small, select group of companies we'd like to introduce ourselves to. I know that choosing an IT provider can be difficult and confusing. Often you don't have the time or expertise to determine if they are doing a good job for you, which is why I want to extend this offer to you at no cost or obligation.

I also want to be clear that there is no hidden agenda of any kind when you request your free Data Backup Audit, and you won't be harassed by a high-pressure salesman. At the end of the audit we'll give you a simple report of findings. If we find something amiss, we'll explain it to you in plain English and give you recommendations on what you can do to resolve it. If you'd like us to help you at that point then you simply need to ask.

So what do you have to lose? **At the very least you'll get a third-party opinion, absolutely free.** To request this service, simply go online to [www.insertyoururlhere.com](http://www.insertyoururlhere.com) and complete the brief form. You can also call us at 806-853-7757 or e-mail us at [mike@bazarsolutions.com](mailto:mike@bazarsolutions.com).

Dedicated to serving you,

Mike Bazar

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## Here Are Just A Few Other Local Businesses We've Helped:

### Organized & Responsive



Our company has had 2 IT firms previously and neither company was as organized and responsive as Bazar Solutions.

*Mitchell Anderson*  
President  
ADC Group

### IT Service & Support Is Our Expertise



I appreciate the team-aspect of our relationship. Having a deep bench allows you guys to deploy the right person for the task, whether simple or complex. It is just more efficient.

*Mont McClendon*  
COO  
McDougal Companies

### Hassle-Free IT



You guys are very responsive. I can text/call the owner & he returns my text/call immediately. I can tell your firm really values being there when your client needs you. It's a no brainer. Focus on your core business & leave the IT to someone else. Otherwise you'll get preoccupied with IT & lose focus on your main reason for being in business.

*Gary Galanos*  
Former Owner  
FastPay Payroll

### Honest & Reliable

Your guys actually show up when we need them, are always on-call, and stay until the job is taken care of. **This is a huge deal** - it doesn't matter what the business or industry is, there is only a small percentage of service companies that do what they say they will do, and you guys actually follow through. We refuse to use anyone else.



*Jay Wyatt*

CEO  
Mighty Wash