

# NEWSLETTER

## Cost of Data Loss

- A recent study discloses it takes **19 days and cost in excess \$17,000 to re-enter just 20 megabytes** worth of sales and marketing data.
- Retrieving accounting records is even worse; recovering 20 megabytes of data require over **21 days of work and cost over \$19,000 to re-type.**
- **60% of companies that lose their data close down within 6 months of the disaster.**
- 32% of data loss is caused by human error.
- **31% of PC users have lost all of their PC files to events beyond their control.**
- 25% of lost data is due to the failure of a portable drive.
- 1 in 5 computers suffer a fatal hard drive crash during their lifetime.
- Tapes and disks can be misplaced, corrupted or stolen, thereby disabling your company.
- Insurance of business data is expensive, and in certain countries, insurance companies will not insure data.

***Don't become a statistic!  
Start backing up your data  
efficiently & securely with  
BrickHost Sentinel***

## Is Your Data Secure?

Safeguard your information with **BrickHost Sentinel 2.0 Served & Stored**



Your business is gone. Do you have a copy of your data offsite? Do you run, verify and remove your tape back-ups offsite daily/weekly?

If you are like most business owners, you concentrate on day to day operations and growing your company. Data back-up while undoubtedly important has in the past been very expensive, an investment of thousands of dollars in hardware and software. Even then Tape back-up cartridges are notorious for failure and are susceptible to heat, magnets and human error. Not to mention the investment of time in running daily back-ups and taking a cartridge offsite. Yet, even then your data isn't being stored in a secure facility. There has to be a cost effective automated solution for small &

medium sized business. Our exciting new software allows your business to easily back-up your data to our offsite servers.

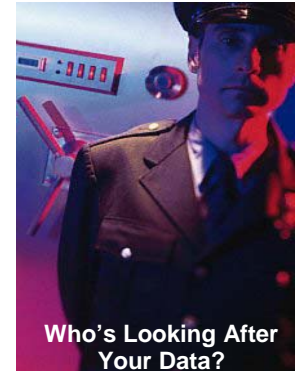
Our servers are stored in secure data centres and are carefully monitored and maintained. We maintain several levels of redundancy in case of power outages, hardware failure and loss of bandwidth.

Beyond securing your data, our software is very easy to use. Its intuitive design allows for quick installation and configuration, and from then on Sentinel looks after itself and your data.

An encrypted and compressed copy of the data you wish to back-up (files, folders, even

### BrickHost Sentinel

- Automated Daily or Weekly Back-ups
- Your Data is Encrypted for your security and confidentiality
- Weekly Data Back-up Archiving
- Email Confirmation of Successful Back-up
- Completely New Intuitive & Easy to Use Layout
- New data retrieval tools



whole drives) is sent to our servers according to your schedule Sentinel can back-up your data each day at 3 a.m. or weekly at 5 p.m. on Friday, etc... Our new archiving feature allows your business to maintain one week of individual daily back-ups. This useful new feature allows you to easily recover data lost on a Tuesday that isn't discovered until Thursday. Once your data is secure, Sentinel dispatches an email to your cell phone, PDA, workstation or home computer informing you of the successful back-up.

Visit <http://brickhost.com> today to put Sentinel to work securing and safeguarding your data starting at \$9.99 p/m.

## BRICKHOST News

As we strive to continue to provide our clients with the highest level of service, we have recently made several improvements to brickhost.com and our servers.

We continue to upgrade cPanel to include more add-on applications and software. You will notice the several

new features we've added to Fantastico, an SSL manager along with general aesthetic improvements. Visit your cPanel today by pointing your browser to <http://www.brickhost.com/cpanel> Web-mail is now even easier to use, a direct link to our three web-mail clients has

now been included on BrickHost.com.

Lastly, our recent server upgrades have gone well, you should now not only experience faster service, but your data is now even more secure with the installation of a new Raid system.

**Questions?**