

# Network News

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## New!

Offsite backup service takes the hassle out of changing, labeling, and storing tape backups.

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Happy  
Halloween!



## Every Company's Worst Nightmare...

# "We Lost All Of Our Data!!!"

When a local fly-by-night technology consulting company convinced Kristy Locke of D&J Development to upgrade their company's network, she had visions of faster speeds, fewer problems, and a lot less downtime. What she received was one of the worst nightmares any company can face.

"After spending well over \$10,000 dollars with this company to upgrade our network, they not only lost all of our data, but they left us high and dry to figure out how to get the data back. Then, to add insult to injury, they didn't even complete the upgrade we had paid them for," says Kristy, "It was a complete nightmare."

## We Were Losing Time and Money And Were Completely Distraught!

That's when Kristy called Kenny Lance of NetBase Technologies. "When Kristy contacted us, she was completely distraught, and rightfully so," says Kenny, President of NetBase Technologies. "Fortunately they had a backup system in place that allowed us to recover almost all of their data. Unfortunately, D&J's staff had not been properly trained on how to use and maintain the company's backup system, and the data was over a month old; more recent data simply could not be recovered because it had

been erased by the previous vendor," said Kenny.

## Two Big Lessons Learned

This story is just one of hundreds where companies have lost months—even years—of work because their backup system was not working properly, or because it was out of date. "I cannot stress enough how important it is for every company to not only backup their data on a regular basis, but also to verify that their backup system is working," says Kenny. "Unfortunately, most companies don't pay any attention until it's too late. D&J was incredibly fortunate that they only lost one month of work; they could have lost everything."



"Even after hurricane Katrina when everyone was having problems, NetBase was here onsite the very next day...you can't beat that for customer service." - Kristy Locke, D&J Development

## How D&J Actually Benefited From This Terrible Event

"As bad as this situation was, we actually came out ahead," says Kristy. "We hire and put our trust in specialists to take care of projects like this because we know that implementing and supporting technology is not something that we are good at. Unfortunately we put our trust in the wrong company at first, but in the end, this mishap led us to find Kenny and the team at NetBase, so I actually think we are going to come out ahead in the long run."

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## The Lighter Side Of... How Children See Things

Driving on one sunny day, a man was shocked to see a woman in the convertible ahead of him stand up and wave. She was naked. Five-year-old Danny was shocked too. He cried, "Dad, that lady isn't wearing a seat belt!"

Mom was pounding a jar and trying to open it when the minister called. Four-year-old Jeanne answered and said, "Mom can't come to the phone right now. She's hitting the bottle."

Upon seeing Grandma's false teeth soaking in a glass of water, four-year-old Jimmy whispered, "Dad, the tooth fairy will never believe this!"

Watching her parents dress for a party, little Debbie saw her dad put on a tuxedo. She asked, "Daddy, why do you wear that suit? It always gives you a headache the next morning!"

Joey was looking through the family Bible when a leaf that had been pressed between pages fell out. "Mama, look what I found," he said, "I think it's Adam's underwear!"

## We Want To Hear From YOU!

Is there an article you would like to comment on? Is there a topic you want me to research? Have a funny story or a resource you want to share with the other subscribers? Then write to us! We are always looking for new and useful content to add to this newsletter!

# If Disaster Strikes, Is Your Company Ready?

You hear it all the time from us—backup your data, keep your virus protection current, and install and maintain a firewall to protect yourself from hackers and other online threats.

However, with the recent and horrible devastation that Hurricane Katrina and Rita created for businesses and home owners alike, you can see that anti-virus software isn't enough to protect your technology investments or your company's critical data and records; that is why natural disasters also need to be taken into consideration when writing your company's disaster recovery plan.

## Do You Have A Disaster Recovery Plan?

We all know that an ounce of prevention is worth a pound of cure; yet, disaster recovery planning often takes a distant second to the daily deadlines and pressures of running a business. According to a recent survey commissioned by AT&T, about one-third of 1,200 respondents said they have no business continuity plan in place. Of those who do, nearly a quarter of the companies surveyed said they hadn't updated their plans in the past 12 months, and nearly as many hadn't tested them during that time either.

That means that most businesses, including your own, may be completely vulnerable to even a bad lightning storm. Studies have also shown that most companies do not recover from a major catastrophe that involves loss of company data. Here's something else to consider if you think that you don't need a disaster recovery plan for your business: disasters can also take the

form of office fires or terrorist attacks, not just storms, earthquakes, floods and tornados. If an electrical problem caused a fire in your building, the parts that weren't burned beyond recovery would probably be destroyed by the firemen's efforts. Another common disaster is water damage caused by ruptured water pipes.

If Katrina has you re-thinking your own disaster recovery plan or wondering what you would do in the same situation, you should take action and start protecting yourself now. The following tips will help get you started in the right direction.

## Disaster Recovery Questions You Need To Answer

Most business owners shy away from creating a disaster recovery plan because they don't know where to start, or because they think it will cost them a lot of time and money. For large financial institutions or companies maintaining mission critical data or software, this may be true; however, most small and mid-size businesses only need to take a few precautionary steps to ensure their businesses will continue running in the event of a natural disaster. First, ask yourself the following questions...

1. Do you backup your company's data daily?
2. Do you keep a copy of your backup off site?
3. Would you have access to your data remotely if you couldn't get to the office?
4. Do you know how long it will take the IT department to retrieve a server backup? In many cases it

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takes days and often weeks; what would you do during that period of time?

5. Do you regularly test your backup system to make sure it is a good copy and not corrupted?
6. Do you store critical program passwords in a secure place that company officers can access if you are unavailable?
7. Do you require several data entry stations to be running to keep up with your orders?
8. Do you have a UPS (uninterruptible power supply) device in place to keep your network and other critical data operations running during a power outage?

These are just a few of the questions you need to answer. Obviously, other issues like insurance coverage and operational plans should also be integral elements of your plan.

### **Our FREE Disaster Recovery Plan Helps You Prepare For Catastrophes and Aides Hurricane Victims**

In an effort to help our clients and the victims of Hurricane Katrina, we are giving away FREE Disaster Recovery Audits to any company in Hattiesburg that donates money to a Hurricane Katrina relief effort.

All you have to do is contact our office and show that you've donated to any charity benefiting the victims of Hurricane Katrina and we'll audit your disaster recovery plan for free.

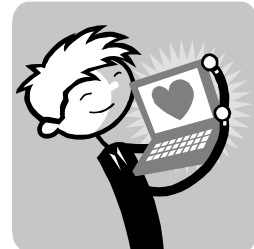
To be clear, we are not collecting money or selling any services; all you have to do is show us proof that you directly donated to one of the many relief efforts for this recent disaster and we'll give this service to you for FREE.

In doing so, we are hoping to not only help our clients and friends protect themselves from these types of disasters, but also encourage charitable donations.

For more information, please contact our office at 601-264-1606 and ask for Kenny Lance, or e-mail him at [kenny@nbtol.com](mailto:kenny@nbtol.com).

## **How To Prevent Frustrating & Expensive Computer Problems While Lowering Your IT Support Costs!**

Sign up for our network maintenance plan and we'll make sure your network receives the critical care it needs to prevent downtime, data loss, viruses, security breaches, and other expensive network problems.



- Get all the network maintenance you need for a fixed, easy-to-budget, monthly rate.
- 24-7 Monitoring notifies us of "unusual" events that can turn into downtime, data loss, or other problems, and gives us an opportunity to fix them before they interrupt your business and turn into expensive repairs.
- You'll sleep easier knowing your network is protected with the latest virus updates and security patches.
- Dramatically improve your network's overall speed, performance, and reliability.
- Ensure your backup system is working properly so you don't lose weeks or months of work.

To learn more, call Kenny Lance direct at 601-264-1606 Ext. 101, or e-mail him at [kenny@nbtol.com](mailto:kenny@nbtol.com)



Early Caller I.D.

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### South Mississippi's Most Trusted Provider of Network Service and Support



*"We Lost All of Our Data!" continued from front page...*

### How Technology Has Made Our Business More Efficient and Profitable

"Because we are a small, family-owned business, we were way behind the times in technology and were not using it to its fullest advantage," says Kristy, "NetBase has shown us new technology that has really made our company more efficient and productive. In business, time is money, and the less time we have to spend completing our work or dealing with computer problems, the more money we make. Although it's difficult to put a dollar amount to it, I'm certain that our technology investments are now paying off thanks to Kenny and the team at NetBase."

### The Customer Service Is "Outstanding!"

Kristy is also impressed with their integrity and customer service. "Before hiring NetBase, we were constantly having computer problems and would go down for days. Since NetBase has taken over the management of our network, we haven't had any problems," she continued.

"Their service is simply outstanding. They are friendly, they keep their promises, and never make me feel stupid for not understanding how the technology works," says Kristy. "Even after Hurricane Katrina when everyone was having problems, NetBase was here onsite the very next day which I certainly didn't expect...you can't beat that for service."

### New eSilo Off-Site Backup Makes Securing Your Data Easier Than Ever!

Are you tired of changing, labeling, and storing backup tapes? Want to protect your data from on-site fire, flood, or

### Services We Offer:

- Small Business Network Support
- Network Design & Implementation
- Thin Client Networks
- Disaster Recovery
- Virus Protection & Removal
- Network Security
- E-mail & Internet Solutions
- Document Imaging
- Wireless Networking
- Thin Client Computing
- VPNs
- Spam Filtering
- Storage Solutions
- Voice over IP Phone Systems

**All Our Work Is  
Backed By Our  
100% Money-Back  
Guarantee:**

**We Will Do Whatever It  
Takes To Make You  
Absolutely Thrilled  
With The Work  
Performed or it's FREE**

hardware failures? Did the current hurricane cause you to re-think your current backup system? Then you'll want to know about eSilo. This new service we are offering backs up your entire network to a high-security, fault tolerant, off-site facility directly over the Internet.

- No expensive hardware or software to buy.
- Requires zero maintenance.
- Hassle-free backups; no more buying, changing, labeling, or storing tapes.
- Autopilot backup means you'll never have to remember to backup your data or swap a tape.
- Military-grade security and encryption.
- No hidden costs; you only pay for the total storage space, not the number of users.
- No set up fees.
- Fast backup of your data directly over the Internet.
- Easy to use and very intuitive; if you know how to point and click you know how to use eSilo.
- Won't overload your system; users won't even know it's there.
- Easy restoration of your data at any time.
- Compatible with Windows, Linux or MAC.
- Backup a single workstation, every computer on a network, or the contents of an entire server!

For a free quote for your company, call Kenny Lance at 601-264-1606 Ext. 101, or e-mail him at [kenny@nbtol.com](mailto:kenny@nbtol.com).