

Tennessee Small Business Development Center at Volunteer State Community College



A public service program of the Division of Continuing Education & Economic Development

March's Newsletter Topic:

Database Backup for the Small Businesses

After the tornadoes struck our community, Volunteer State Community College staff and students acted to assist in the clean up effort in Castalian Springs. Our first stop was to be the post office. We initially drove right by the location, not realizing that the post office was no longer there. There were only piles of rubble, with mail scattered throughout the area. We spent most of the morning trying to identify mail, important documents, and personal items. One of the first things I personally picked up was a smashed piece of metal with wires hanging out of it. As I examined it, I realized that it was a computer. As a business counselor, of course my first thought was, I hope they backed up their database. They did. The question is, have you? You don't need a natural disaster to take place for your very valuable data to be lost. All you need is time. Eventually, almost every computer crashes and takes your data with it. Data files such as, QuickBooks®, Microsoft® files (Outlook, Word, Excel, Access, PowerPoint), pictures, industry specific software databases, or anything else could be lost forever. This can be detrimental to any size business.

Consider these statistics from <http://www.datacover.co.nz/statistics.php>:

- 80% of all data is held on PCs (Source, IDC)
- 70% of companies go out of business after a major data loss (Source, DTI)
- 32% of data loss is due to user error (Source, Gartner Group)
- 10% of laptops are stolen annually (Source, Gartner Group)
- 15% of laptops suffer hardware failure annually (Source, Gartner Group)

It is critical that you take the time to backup your data at least nightly to some form of external media (somewhere other than your computer). There are a variety of ways to backup your data. The chart below, from www.conumerreports.org, describes several different methods used for data backup.

	Capacities	Price Range/Per GB	Pros	Cons	Best uses
Optical Media	700MB (CD) - 50GB	\$0.22 (CD-R) - \$50 (Blu-Ray double-sided DVD)	With the exception of HD DVD and Blu-Ray, discs are very inexpensive; most computers have players/burners; easy to use.	Slow; limited capacity; susceptible to scratches and physical damage; discs can't be read by all drive types; incremental backups require special software.	Archiving songs, video, and photos for use on consumer electronics devices.
Flash Drives	128MB - 8GB	\$15 - \$130	Small; portable; connects via USB; requires no external power.	Easy to lose; size makes labeling difficult; must configure and run backup software for easy successive, incremental backups.	Limited storage; secondary backup.
External Hard Drives	60GB - 1TB (single drive)	\$72 - \$350/\$0.35 - \$1.20	Fastest for large capacities; inexpensive; connects via USB, firewire or eSATA; smaller models may require no external power.	Susceptible to malware, home theft, or disaster; must configure and run backup software.	Primary storage of large amounts of data.
Online Backup Services	250MB - unlimited	Free - \$64.95 per month	Unlimited storage potential; most secure; nothing to break; safer from theft than local backup; remote file sharing is possible.	Slowest; monthly fees can be high; requires fast, reliable Internet connection; must trust site's security, longevity.	Extra security of offsite storage. Can supplement with local copies of crucial files. Some services let you share files remotely.
Two internal drives in a RAID 1 array	80GB to 1TB	\$60 - \$400 for second drive, depending on capacity/\$0.40 - \$1.33	Fastest; can buy a PC preconfigured this way; no software is required; backups are immediate and automatic; large capacity; prevents data loss from a single drive failure.	Susceptible to malware, home theft, or disaster; one entire drive is dedicated solely to backup; can't recover accidentally deleted or overwritten files.	Immediate, automatic, hassle-free backups.

I've always said that the best option is the one that you will personally remember to use. If you feel you need additional assistance, it is always a good idea to consult an I.T. professional.

March Small Business Workshops

Date	Event Title	Time	Event City	Location	Fee	Contact Person	Contact Phone
3/6/2008	The Marketing Process for Small Businesses	2:00 - 5:00 p.m.	Gallatin	VSCC, Betty Gibson Building, Room 107C	\$20	Charles Alexander	615-230-4780 or calexander@tsbdc.org
3/11/2008	How to Start a Small Business	4:00 - 6:00 p.m.	Gallatin	VSCC, Betty Gibson Building, Room 107C	FREE	Charles Alexander	615-230-4780 or calexander@tsbdc.org
3/19/2008	Developing a Business Plan	2:00 - 5:00 p.m.	Gallatin	VSCC, Betty Gibson Building, Room 107C	\$20	Charles Alexander	615-230-4780 or calexander@tsbdc.org
Look for these new workshops in April and May!							
4/4/2008	Introduction to QuickBooks for Small Businesses	9:00 - 4:00 p.m.	Gallatin	VSCC, Warf Building, Room 122	\$50	Charles Alexander	615-230-4780 or calexander@tsbdc.org
5/1/2008	E-Commerce for Small Businesses	4:00 - 6:00 p.m.	Gallatin	VSCC, Betty Gibson Building, Room 107C	FREE	Charles Alexander	615-230-4780 or calexander@tsbdc.org

Small Business Tip of the Month:

If you are looking to use an online service and do not have a substantial amount of data, try using a free or inexpensive service to begin with. Consumer Reports suggests the data-backup service Mozy (<http://mozy.com/>). They say it offers the most features and control, scheduling backups is easy, and customer service is quick and helpful. The service is free for up to 2GB of data, and \$4.95 per month gets you unlimited storage. Another service, Xdrive (<http://xdrive.com/>) lets you store up to 5GB for free; \$9.95 per month gets you 50GB.

Remember the TSBDC offers the following:

- **Free** and confidential one-on-one counseling for existing and start up small businesses. Whether the counseling is in the area of marketing, operations, management, or any other business service, the TSBDC consultant provides guidance every step of the way. *By appointment, please.*
- Training seminars on a wide array of topics for small business owners.

- Assistance with various funding proposals including SBA loans.
- Referral to professional services and agencies.

Tennessee Small Business Development Center

**1480 Nashville Pike
Betty Gibson Hall #114
Gallatin, TN 37066**

**Phone (615) 230-4780
Fax (615) 230-3362**

**www.volstate.edu/tsbdc
www.tsbdc.org**