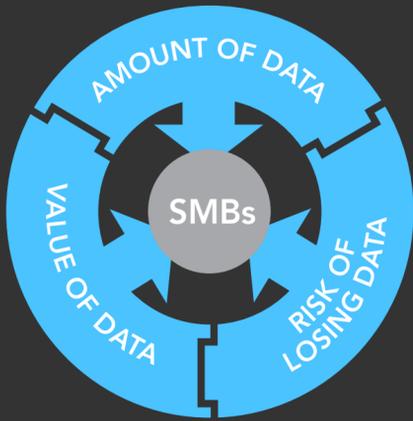


# 6 Key Criteria for Small Business Data Protection

Small business is positioned for the perfect data storm: more data, at more value, with more risk. Small businesses are creating more data than ever, the value of their data is increasing, and there are more risks of losing the data.

Their need for a robust backup and disaster recovery (BDR) solution has grown in importance but they have distinctive challenges:



**Limited financial resources**



**Limited IT resources**



**Limited and inadequate solutions designed for small businesses**



1

## Recoverability:

In a disaster, a small business cannot afford lengthy downtime since most carry less than a month of operating cost in cash.



Does the solution have instant restore capability? Does it meet both recovery time and recovery point objectives?

2

## Comprehensiveness:

Small businesses generally do not have a dedicated IT department that can manage separate backup, recovery and business continuity solutions.



Does the solution provide key functionality that is seamlessly integrated? Experts agree that a combination of on-premise and cloud-based services offer the best total protection for businesses of all sizes, especially small businesses.

3

## Ease of Use:

Small business owners or the IT person don't have time to learn or manage complexity.

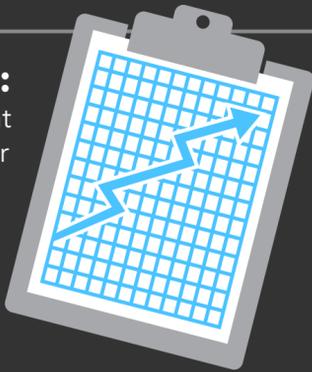


Is the system easy to use, deploy and manage? Is it supported by a large network of MSP's for added value?

4

## Performance and Reliability:

A recent study shows that only 17 percent of SMBs feel secure and confident in their backup plan; while another 14 percent say they feel very insecure and vulnerable. Quicker and more frequent backups limit data loss.



An ideal solution is incremental back-up, where the technology adds what you've changed or deleted, rather than backing up the entire volume of data repeatedly. Does your system do this?

17%



14%



5

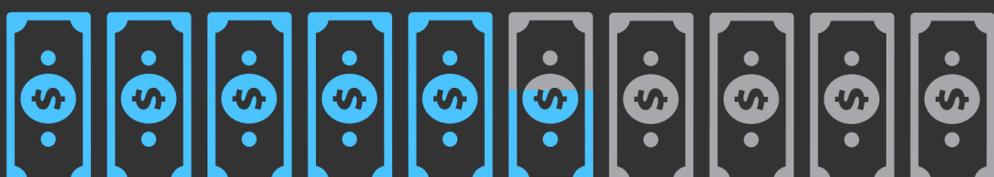
## Affordability:

Small businesses have often been relegated to cheap (both in price and technology) backup solutions.



Is the solution cost-effective and affordable with a small business' budget in mind?

In 2013, SMB spending for data backup will increase **55%**



6

## Scalability:

Small businesses grow into larger businesses.



Does the solution not only meet your data backup needs today but can scale as your company grows?

Datto ALTO. Small Business Data Protection. Redefined  
 Learn more at [www.dattobackup.com/alto/overview](http://www.dattobackup.com/alto/overview)  
 or call 888.294.6312.