

BETTER SAFE THAN SORRY!

EVERYTHING YOU NEED TO KNOW ABOUT DATA BACKUP.

Would you let your child ride in the car without a seatbelt? Safety precautions are important and also apply to your data.

Why do you need to back up your data?

The simple answer to this question is: There are a million possible ways to lose your data. Imagine spilling a cup of coffee on your laptop, or forgetting your notebook in a cab. What if a virus destroys the data on your hard drive, or your operating system fails? Even more upsetting, what if your child borrows your computer and accidentally deletes your saved folder of family photos?

These are everyday examples of common data loss situations. In addition, there are disasters such as fire, flooding, theft and vandalism that add to the list of data loss scenarios.

We hope you'll never have to suffer data loss, but we do believe in preparing accordingly. Just as you would place a child in a car seat and safely buckle him or her in, you must also safely protect and back up your data.

Why don't people protect their data adequately?

The majority of people we talk to agree that losing their data (email addresses, photos, tax files, customer data, etc.) would be a disaster. The reason most individuals avoid performing data backups though, is because they feel the process is complicated, tedious and expensive. This is not true. In fact, with the right tool, it's very easy and affordable.



Why copying data to an external hard drive isn't enough!

Unfortunately, a vast majority of people and small businesses do not adequately protect and back up their data. Many individuals do nothing at all, while some think they are doing enough simply by copying their files to an external hard drive. While this method seems logical in theory, it has many disadvantages. Not only is it inefficient, but the backups are not automated, the copying of files do not protect your files from viruses or corruption, and overall, it does not protect your entire operating system.

Backup programs are specifically designed to offer easy, simple and comprehensive ways to protect your data.

Simply copying files to an external hard drive involves too many risks.

Backup programs can take care of it all.

A good backup solution involves backup software. Backup software will make the data protection process much simpler. Once you've gone through the set-up, in which wizards guide you along the way, everything is automatic.

Also, using backup software is much faster than copying all your files. Because backup software recognizes which files have changed and which haven't, when you run the backup process, the software only backs up the altered files.

What should you be looking for?

Different scenarios of backing up data work well in varying scenarios. The following table gives you an overview of the most important data backup examples.

DATA BACKUP EXAMPLES	
Do you want access to your files (Word, Excel, photos, videos, music, etc.) even after your computer battery has died?	Then you should be using Local File Backup . In this case, all your files are stored on a local storage device such as an external hard drive, a USB disk, CD-Rom, DVD, or Blu-ray and can be accessed on another computer.
Do you want to feel assured that your critical data is safe even in the event of an on-site disaster such as a fire or earthquake, or when your computer and local storage device(s) have been destroyed?	Then the best solution is using online backup to protect your critical data. By signing up for an online storage account and backing up your data online, your important data will be safe, no matter what happens to your computer and your local storage device(s).
Do you want to ensure that you can quickly use your computer again after the operating system has failed, or after your hard drive has crashed?	There is no need to spend hours reinstalling your operating system. If you've created a disk image , you can be up and running again within 30 minutes.
Do you want to make sure your backup files are not corrupted or infected by viruses?	Then using a program that includes virus protection and backup notifications is key.

There is only one backup and restore program that has it all: NovaBACKUP®12.

With NovaBACKUP®12, you don't need to worry about when, where, and how to protect your data. NovaBACKUP®12 is the only all-in-one data protection solution that combines local and online backup, disk imaging, and virus protection. With NovaBACKUP®12, all your bases are covered.

Your questions will be answered.

Our software is very easy to use, but if you have any further questions, you may visit our technical support webpage at www.novastor.com/support. We'd be more than happy to help.

To learn more about NovaStor, please visit www.novastor.com.

NovaBACKUP®12 is ALL-IN-ONE.

Local backup
Online backup
Disk imaging
Protects files and folders
Virus protection
User-friendly



NovaBACKUP®12 is often awarded **Best Backup and Data Protection Software**. Most recently, it was named a **Consumers Digest "Best Buy"** and given the **Gold Award by TopTenReviews.com**.

NovaBACKUP®12 Server is available for only €199.95