



MTS Home Solutions

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What is Your Backup Strategy?

Are you prepared to survive computer data loss? If your computer hard drive crashed, if you experienced a virus infection, house fire, flood, a power surge or even accidental deletion, do you have a way of recovering data that might be lost on your computer? Are the pictures, music files, financial documents and other important pieces of information stored on your system protected?

Most folks don't think about losing their data until it is already gone. Data recovery services are very expensive and not always successful. A better strategy is to make a plan to back up your data regularly so that it will be safe in the event of an unexpected hard drive failure or other data loss event.

What is a Backup and How Do You Accomplish It?

A data backup is simply a second copy of your computer data. If the primary data file becomes damaged, lost or corrupted, the second copy can be accessed instead. There are several ways to back up your data. Each method has its pros and cons.

1. **Backup data to a second location on your hard drive.** You can use the backup utility which is included in Microsoft Windows to backup your critical documents and files (e.g. My Documents folder) to another location on your hard drive. You can even automate the backup process so that this occurs on a regular basis without your intervention. This will only protect your data from accidental deletion, though. All of your data could still be lost in the event of a hard drive failure or other hardware-related event.
2. **Backup your data to an external device.** You could use the Windows backup utility or other 3rd party software backup program to copy your data to another device, such as an external hard drive, flash drive or CD/DVD. This will protect your data in the event of accidental file deletion or a hard drive failure. External hard drives and flash drives have become increasingly inexpensive, and this is a common way that many folks back up their data. Depending on the amount of data you need to back up, prices for external flash drives and hard drives range from about \$10-\$100. Third-party backup software ranges from about \$35-\$65.
3. **Create an image of your hard drive** – Several disk-imaging tools are available, such as Symantec Ghost and Acronis True Image which make an exact copy, or image, of everything on your hard drive. These products include tools which will allow you to restore the image to another hard drive in the event of data loss or a hard drive failure. This method would also require a second device, such as another hard drive (internal or external) for storing the disk image. Also, the image would have to be updated regularly in order to maintain a current copy of the user's data. The price of an imaging product for home use is about \$50.
4. **Use an online backup service** – One of the easiest, most reliable, cost-effective methods of backing up the important data on your computer is using an online backup service. An online backup service uses a small piece of software on your computer to back up particular files and folders on your computer. The software copies the data over an encrypted internet connection to a secured server in an off-site data center. The server itself is also backed up regularly.

There are several advantages to an online backup service over the other methods of backing up data:

- Data is backed up automatically, in real time. That is, as soon as a file is changed or created, the file is copied to the secured server.
- Data is secured in an off-site location. This enables you to have peace of mind, knowing that no matter what (hardware failure, accidental deletion, file corruption, fire or computer theft), the data can be restored to another hard drive or computer.
- Several versions of the data can be backed up and retrieved by the online backup service. This enables you to “go back” to a previous document before changes were made to it.
- Some online backup services allow users to retrieve their files from any internet-connected computer. This enables users to have access to the files stored on their home PC’s from virtually anywhere.
- Online backup services require no large software packages or complex backup programs to be installed & maintained on the computer. The backup agent is very small and easy to work with.
- Online backup services are very easy to use, even for novice computer users. Most of the work is done for you, behind the scenes.
- Online backup services are comparatively inexpensive – about \$5.00 per month, which is very worthwhile, considering the value of the important data that is being protected.

MTS Home Solutions confidently recommends [Carbonite Online Backup](#). For just \$54.95 per year, Carbonite can be configured to back up all of your important data automatically, no matter how much data you have. An additional feature of Carbonite's online backup service is that, once your files are backed up, you can access them securely from any computer with an internet connection.

MTS Home Solutions can install and configure Carbonite Online Backup during a regular service call and can include the cost of your annual fee within the cost of the service call. This backup solution is like having iron-clad data insurance on your computer. The cost for unlimited data backup is \$54.95 per year. **This breaks down to about 15¢ per day or \$4.58 per month.** You won't find a cheaper, more reliable method for protecting your data. Don't live without it!

Please see the detailed attached information regarding Carbonite Online Backup. If you have further questions or if you would like to schedule an appointment to set up Carbonite on your computer(s), please contact us at the phone number or e-mail address listed above.



Carbonite Online Backup v3.5

Every year, 43% of computer users lose irreplaceable photos, emails, documents and financial records. Dangers lurk around every corner – hard drive crashes, theft, accidental deletion and natural disasters to name just a few. Let Carbonite protect you. Carbonite is a simple, easy-to-use online backup service that safeguards the irreplaceable contents of your computer.

Installing Carbonite takes just one minute. After that, it works quietly and continuously in the background to make sure your files are backed up securely offsite where they're available for easy, on-demand retrieval. In order to protect your privacy, files are encrypted twice before they leave your PC, so only you can see them. Retrieving lost files takes just a few clicks from your desktop.

Carbonite has been featured in major publications worldwide including the New York Times, Wall Street Journal, Financial Times and PC Pro (UK). Over the last two years, we've backed up and protected over 2.5 billion files and restored over 160 millions photos, documents, emails and other data that would have otherwise been lost forever. Satisfied Carbonite users can be found in more than 100 countries. Carbonite is appropriate for anyone with a personal computer and a high-speed Internet connection (e.g. DSL or cable). It has become very popular among home office users, the self-employed and small businesses.

Carbonite Protects You From:



Accidental Deletion 43% of people lose irreplaceable files every year.



Theft Only 3 out of 100 stolen laptops are ever recovered.



Disaster Thousands of files are lost each year to fires, floods, and other disasters.



Drive Failure Up to 13% of hard drives crash in their first year.

What the Experts Say

"Carbonite Online PC Backup is a worthy investment of time and money... a hands-off solution to backing up..."

-CNET

"It's the easiest online backup software to use – in fact, to not use, since it's completely automatic."

-The New York Times

"Carbonite can provide the equivalent of fireproof safety deposit box for digital content..."

-The Associated Press

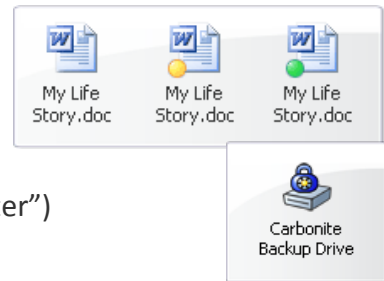
"You'll sleep better at night."

-The Wall Street Journal



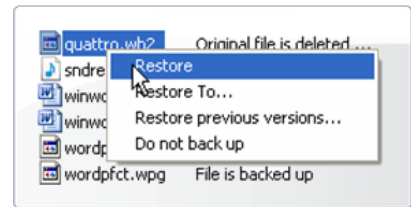
Backup Features and Benefits

- Unlimited storage capacity for one flat annual subscription fee – back up all your data files or just the ones you want
- Strong encryption protects your privacy (files encrypted twice before they leave your PC)
- Private key encryption option available to advanced users
- Automatically, continuously finds and backs up your irreplaceable files, e.g. photos, documents, music, and emails
- Set and forget – automatically detects and backs up new and changed files
- No need to schedule backups, however scheduling options available for advanced users
- File versioning – allows you to restore any of several previous versions of a backed up file
- Backs up open files
- Block-level incremental backup – when files change, only the changes are backed up
- Silent when computer is in use – never slows it down
- Backup status information and restore functions integrated with Windows Explorer



Restore Features and Benefits

- Restore with a few clicks from Windows Explorer (“My Computer”)
- Restore everything, or just selected files or folders
- Restore Wizard guides you through the process of restoring files to a new computer
- Restore multiple versions of a file (e.g., last Tuesday’s version of a presentation)
- Restores 10-20GB per day over DSL or Cable (depending on the speed of your Internet connection)



A Price Everyone Can Afford

Carbonite’s unlimited backup service costs only \$49.95 per year regardless of backup storage size. Carbonite offers a risk-free trial on its website (no credit card is required to sign up).

System Requirements

Currently, Carbonite supports Windows XP and Windows Vista (32-bit and 64-bit versions of both). Carbonite for the Mac will be available in mid-2008. Carbonite has no plans to support older versions of Windows (e.g. 98, 2000, or ME).

About Carbonite

Founded in 2005, Carbonite believes that computer users should not have to think about backup. The company's mission is to provide an affordable, reliable, secure and easy-to-use solution for the mainstream computer user. Carbonite is available to consumers and small business through numerous channels, including its corporate website, major US retailers and international distributors. For more information, please visit www.carbonite.com