



**Pyramid Data Storage, LLC**  
Off-site data backup & storage  
*PyramidStorage.com*

*Let us help you with your Data Backup & Storage needs.*



## ***Need help with your computer backups and data storage? We can help you!***

Need a dependable and secure off-site backup? Pyramid Data Storage is the perfect place for you. We have state of the art equipment but are small enough to be responsive to all of your needs. Need assistance? You download a free utility program that allows us to work on your computer while you are on the phone with us. You get all the benefits of having an in-house technical staff without paying large salaries for people you only need part-time. We offer a high security alternative to backup tapes and burning CD's. You pay a monthly fee and our client software runs automatically on your computer. At your specified time, all the files you want backed up are compressed, encrypted, and sent to our storage server. You can restore one, or all, of your files, right from your own computer, with no waiting around to talk to some tech support person. Your data is secure before it leaves your computer. Even we can't look at your files, because only you know your password.

Need help with HIPPA compliance? We understand medical office needs. Browse thru our information section and review a condensed version of the the regulations, or look at our sample office backup plan that you can use. The cost involved in setting up hardware, software, and personnel can be very high. Do you regularly take your tapes off-site? Can you run your office without your computer data. Can you perform scheduling or billing? For a few dollars a month, you can be compliant, and just forget about everything to do with your backups. We monitor your backups on a daily basis and will contact you if there is a problem. Our own computers are backed up daily to ensure that we will always have a good copy of your data. We are also available in the Connecticut area on a consulting basis to assist you with your network compliance issues.

Many viruses, worms, and trojan horses maliciously destroy specific files on your computer or cause corruption or failure of hard drives. These attacks are very common now. Almost everyone has experienced one or more of these attacks. Loss of your documents, financial data, photos, etc are a real worry. It can even be a simple user error. How many of us have accidentally deleted an important file? Some of the data would be impossible to replace. Off-site backups are an easy, reliable solution. You really don't need to remember anything. Our service leaves you free to do the important things that only you can do. We think you will be impressed with our level of expertise, as well as the reasonable pricing that we offer. Also, we don't require long complicated lease agreements, our service is offered on a monthly basis.

Our guarantee is very simple. We will respond to your needs and provide you with quality services. If you aren't satisfied, you don't pay for that month of service. It's that simple, no small print to read.



## ***How Our Service Works***

The Pyramid Data Storage backup service automatically backs up your data over the Internet to our server. It backs up your files automatically, encrypts the files for security, and sends them off-site to our server. You don't have to remember to do anything. Employees out sick, or on vacation are not a problem. No cleaning tape drives or fixing computer hardware. You can restore files yourself, even one file at a time. Since you store regular backups, you will have access to several versions of a file. All of your information is heavily encrypted before it leaves your computer. And you are the only one who has the password. Even we can't read your data files. They are completely private and secure. Your files are stored on our high-end server and we take care of all the maintenance and monitoring. It's like having your own dedicated staff of computer specialists. If we detect anything unusual, we will contact you to resolve the issue. We have a redundant file server. So we always have 2 full copies of all your data at our facility. You can't be too careful in this business.

Having an off-site backup copy of your files makes your data really secure. For example, you have a fire in your building and your computers are ruined. If you are like most businesses, you store your tapes by the server computer, and you run one tape for a whole week. So you end up losing your server and your backup tapes. Most businesses can't operate without computers and software. With our solution, you repair / replace the computer, reload the client software, and restore all of your critical files. You can even restore one file if you accidentally delete it or it becomes corrupt. If you have been working on the file for a few days, you will have multiple versions of the file backed up. You can restore any one of those files to return to a specific point in time.

As your data storage needs increase, it happens automatically on our system. We monitor storage space for each client and you pay only for the smallest increment in our pricing plan. This will keep you from being surprised at the end of the month.

Dependability and security are our top priorities. The software program you download and use is designed from the ground up for these two priorities. We recommend using Triple DES (TDES) encryption. It is a 164 bit encryption standard that is extremely secure and is virtually unbreakable. Our primary and secondary servers use special hard drive arrays (RAID5), for added dependability. If one of the hard drives develops a problem, it can be replaced while the server is running and the server will rebuild the array with no data loss. Very expensive, but well worth the cost when you want dependable service.

As you can see from all of this information, we take both our business, and your business very seriously. We pay attention to all the little details. For example, all paper or digital documentation is shredded before it leaves our office. When you look at the costs of having your office down and your data gone, we are providing a very cost effective service. We hope you let us prove it to you.



## Pricing and Storage Requirements

To calculate how much storage space you need, add up all of the files that you want to back up. We don't recommend that you back up all the files on your computer, as it becomes very expensive and time consuming. You can always reinstall the Operating System and Applications from your CD's. What you want to protect are files from accounting, documents, contacts, scheduling, spreadsheets, photo's, and any other non-replaceable files. It is very difficult to calculate your exact usage until you actually start using our service. This is due to the fact that your backups will be compressed. The compressed data can be up to 75% smaller than the uncompressed data. Image files don't compress at all. Excel spreadsheets & Word documents compress 75%. The chart below takes care of all of the calculations for you. Once you have the client software installed, there is a utility that calculates the size of what you have selected for a backup.

First, figure out your total backup size. Second, find the closest match under the column labeled "Average Daily Backup". This column is in MB's (Mega-bytes). Then follow the row to the left and find out what plan you need. After you have started using our service, you can adjust your plan up or down with no penalty, or extra charge. We will bill you at the end of the month for your actual storage usage.

Plan	Price/Month	GB's	Daily-MB's	Avg MB/day
A	49.95	1	47 - 186	116
B	54.95	2	93 - 372	233
C	59.95	3	140 - 558	349
D	64.95	4	186 - 744	465
E	69.95	5	233 - 930	581
F	74.95	6	279 - 1116	698
G	79.95	7	326 - 1302	814
H	84.95	8	372 - 1488	930
I	89.95	9	419 - 1674	1047
J	94.95	10	465 - 1860	1163
Additional	\$5/GB			

### Additional Services

- CD/DVD's of your data mailed to you.....\$30 for the 1st disc (\$10/disc for 2nd disc & up)
- Installation & configuration of software (CT only).....\$100
- Consulting services (per hour).....\$75



### Return On Investment (ROI) for 1 GB of service

Here is a sample ROI spreadsheet showing the yearly payback on 1.0 GB of our service. We offer a cost effective service. You save money, while transferring an activity out of your office that is not part of your core business. By offloading the daily management of your backups, you free up more of your valuable time to do things that increase your efficiency. Since we are up and running 24/7/52, you don't have to worry about scheduling vacations, sick days, important meetings, etc.

ROI Calculation for 1.0 GB of storage	
<b>\$1,391.67</b>	<b>Cost / year of in-house backups</b>
<b>\$719.40</b>	<b>Cost / year of Pyramid Data Storage service</b>
<b>\$672.27</b>	<b>Savings (per year)</b>
\$100.00	Cost of tape backup hardware (\$400 total)
\$100.00	Cost of replacing 4 tapes per year
6	Minutes / day changing tapes
4	Minutes / day verifying proper backups were run
0	Minutes / day waiting for backups to run
5	Minutes / week running cleaning tape in drive
\$59.95	Cost / month of Pyramid Data Storage service
\$25.00	Cost / hour of office person with benefits & overhead
Notes:	
1- The cost of backup hardware is spread out over 4 years	

This Excel format spreadsheet is available for downloading on our website. It's interactive and allows you to insert your own times and \$ amounts. Look for it on the Information page.



## Business Loss Statistics

"93% of companies that lost their data center for 10 days or more due to a disaster filed for bankruptcy within one year of the disaster. 50% of businesses that found themselves without data management for this same time period filed for bankruptcy immediately." *(National Archives & Records Administration, Washington, D.C.)*

"Companies that aren't able to resume operations within ten days (of a disaster hit) are not likely to survive" *(Strategic Research Institute)*

"Disaster strikes in many forms. Businesses that depend heavily on computer data are especially vulnerable. A study by *International Data* discloses it takes 19 days and costs \$17,000 to re-enter just 20 megabytes worth of sales and marketing data. Retrieving accounting records is even worse; they require 21 days and \$19,000."

Bank Of America: "Bank of America said Friday it lost computer tapes containing account information on 1.2 million federal employee credit cards, among them those of U.S. senators, potentially exposing them to theft or hacking." (2/25/05) *(CNN)*

"Hard Drive Recovery Services can charge \$5,000-\$8,000 to recover data on one hard drive. And there is no guarantee of success." *(PDS)*

"31% of PC users have lost their files due to events beyond their control" *(RBS Inc)*

" Key causes of data loss:

78% Hardware or System malfunction

11% Human error

7% Software corruption or program malfunction

2% Computer viruses

1% Natural disasters

1% Other "

*(Ontrack Co.)*



## *Sample Backup Plan for your office*

### **Pyramid Data Storage Sample Backup Plan**

1. Data requiring backup
  - a. List your core business
  - b. files on these lines,
  - c. add as needed
2. Backup type
  - a. Monday – full backup of files in category 1
  - b. Tuesday – Friday - differential backup of files in category 1
3. Backup location
  - a. Off-site backup to Pyramid Data Storage, LLC (PDS)
    - i. Primary data on PDS primary server (RAID 5)
    - ii. Secondary (backup) data on PDS secondary server (RAID 5)
4. Encryption
  - a. Triple DES or Blowfish (preferred)
  - b. Password encrypted on client computer prior to sending to PDS
  - c. Data on PDS server is encrypted and not readable by PDS
5. Restoration
  - a. Data restorable by client with original password
  - b. PDS can load files on a hard drive and deliver to client to speed up restore.

Latest revision: XX/XX/XX



## ***Use of tape drives to back up data***

The use of tape drives to back up data is very common in business. However, tape drives and media require a lot of attention to achieve a decent level of protection. The drive should be tested every 2-3 months by doing a backup and restore of some sample data. The restored data then needs to be tested to verify that it is usable. Drives also need to be cleaned frequently. Dirty drives can cause data corruption on your tapes, leaving them unusable. Backup log files in your backup software should be reviewed every couple of days to be sure there are no serious errors occurring. Tape backups fail to restore all of your data in usable form in 40%-60% of restores. We have replaced four \$1,200 tape drives in the same brand name server in 2 years for one client. This was using premium tapes sold by the manufacturer of the tape drive. Granted that this breakage was excessive, but it does illustrate the point we are making.

Many companies purchase computers or servers with Travan / DDS tape drives in them. These popular drives cost in the range of \$300-\$400. We have seen Travan drives fail to read tapes that were written by a different drive. If you have to replace a lost or destroyed server, you might not be able to restore your data to the new hardware. Most companies with full time IT departments use tape drives that cost anywhere from \$1,200 to over \$25,000. They also spend many hours ensuring that everything works the way it's supposed to. Small companies don't have the luxury of a dedicated IT staff.

We recommend that tape backups be just one layer of your backup plan. The core of your backup plan should include backups done in your office and automatic off-site backups done daily. This plan means you don't have to remember anything, no problems with sick or vacation days, or bad weather. It leaves you free to concentrate on your business needs where your time is better, and more profitably spent.

Most offices don't use password protection on their backup tapes which leaves your data accessible for anybody to read if you lose a tape. You always need to have a good backup on-site and a second one off-site. The off-site backup is preferably on a different medium like a computer hard drive. That way, if you experience a failure with one type of medium, you always have another backup available. This method avoids the problem of storing tapes off-site, and then finding out that your tape drive has not been functioning correctly for a while, and you can't recover data from your tapes.





## *Equipment List*

The Following is a list of major computer equipment in use at the Pyramid Data Storage facility. All equipment is purchased new and configured by us. We have no outside security issues because all of the work is handled by our in-house specialists.

### **General Network**

Gigabit wiring and switches  
1500 VA APC UPS's  
Firewall appliance  
T1 line (equiv.)  
Compaq enclosed rack

### **Server**

Dual Opteron 64 bit processors  
1 GB ECC RAM  
4 channel SATA RAID 5 controller  
1 TB RAID 5 hard drive array  
DVD-RW drive  
1 cold HD spare

### **Additional Storage**

Buffalo Technologies TeraStation  
1 TB Raid 5 NAS appliance  
(used to back up daily server & data mirror)



## ***Contact Information***

### **Customer Service**

Customer service is open from 9:00 AM thru 5:00 PM, Monday thru Friday, Eastern Standard Time (EST) .We will be happy to assist you with your needs. Email is the easiest way to reach us. However, you may also reach us by telephone at (860) 649-8625.

### **Contact by email:**

Customer Service: [CustomerService@Lbdus.com](mailto:CustomerService@Lbdus.com)

Sales Dept: [Sales@Lbdus.com](mailto:Sales@Lbdus.com)

Tech Support: [Support@Lbdus.com](mailto:Support@Lbdus.com)

Webmaster: [Webmaster@Lbdus.com](mailto:Webmaster@Lbdus.com)



***Notes:***



***Notes:***