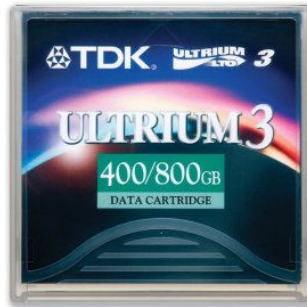


# Which is more valuable?



**A pile of gold bars valued at £2.7m**



**A computer backup tape - £39.99**

Take the backup tape above, use it to store all of your £100m turnover business critical information, now *which is more valuable?*

Maybe we could look to Gordon Brown to enlighten us. 25 million lost records, at an approximate cost of £90 per record<sup>[1]</sup>, that'll be £2.25 billion.

When gold is stored it is protected by perimeter security measures, it will be in a vault, with alarms and guards. When transported, it will remain protected. It will be in an armoured truck, there will be security guards, and a police presence.

Similarly, when your sensitive, business critical information is on your servers it is protected by physical and electronic security defences. However, when the same data is backed up to tape, and taken off-site, all of those security precautions are circumvented.

By its very nature a backup program must have access to all of your business critical information. This business critical information is then written to your backup tape in *clear text*. Any backup tape written in clear text can be read by *anyone with an inclination to read it!* And, to ensure that you can retrieve your business in the event of a disaster, you send these vulnerable tapes off-site, probably via a courier.

You must consider - is that your multi-million pound business or is the courier just moving a bunch of backup tapes? Is that backup tape worth £39.99 or does it have the same value as your business?

For more information on how to protect your business data go to [www.disuk.com](http://www.disuk.com).

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[1] Based on information from the Ponemon Institute