

LOSING FILES IS THE BIGGEST THREAT TO BUSINESS CONTINUITY

IN YOUR SMALL BUSINESS,
YOUR FILES ARE YOUR WORK.
Access to Files & Data is Critical to



Day-to-Day
Workflows



Collaborative
Productivity



Creating New
Value & Innovation



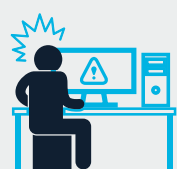
Customer Service
Levels

BUT YOUR FILES ARE INCREASINGLY AT RISK



Hardware Failure

140,000 hard drives fail every week in the U.S.



User Error

Simple employee mistakes—from errant clicks to lost laptops—accounted for 1 in 7 data breach incidents in 2016.



Natural Disaster

Hundreds of cups of spilled coffee and countless power outages/blackouts.



Cybercrime

43% of MALWARE targets small businesses

HALF of small businesses have already been hit with **RANSOMWARE**

When Your Employees Can't Access Their Files,
PRODUCTIVITY GRINDS TO A HALT

DOWNTIME DEVASTATES SMALL BUSINESS

ONE HOUR =



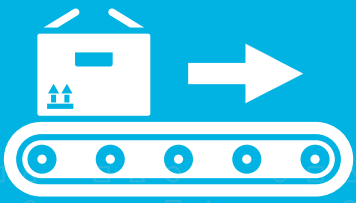
\$8,600

ONE DAY =



\$68,800

A Single Significant Downtime Incident Kills



3 in 5 small businesses
within just 6 MONTHS

WHAT'S YOUR BUSINESS CONTINUITY STRATEGY?

See Why Better Backup Protects Your Productivity

[Request a Free Trial of CrashPlan](#)

 **CRASHPLAN**
For Small Business

 **CODE42**

- 1 www.symantec.com/security-center/threat-report
- 2 signup.keepersecurity.com/state-of-smb-cybersecurity-report
- 3 phishme.com/malware-year-in-review-2016/
- 4 <http://www.ponemon.org/local/upload/file/Ransomware%20Report%20Final%201.pdf>
- 5 <http://www.pnewire.com/news-releases/report-identifies-ransomwares-biggest-cost-to-be-business-downtime-300236505.html>
- 6 go.malwarebytes.com/OstermanRansomwareSurvey.html?utm_source=blog&utm_medium=social
- 7 <http://www.ponemon.org/local/upload/file/Ransomware%20Report%20Final%201.pdf>
- 8 <http://www.denverpost.com/2016/10/23/small-companies-cyber-attack-out-of-business>



FOR MORE INFORMATION: CRASHPLAN.COM

CORPORATE HEADQUARTERS | 100 WASHINGTON AVENUE SOUTH | MINNEAPOLIS, MN 55401 | 612.333.4242 | CRASHPLAN.COM

CrashPlan for Small Business provides cost-effective, easy-to-use automated cloud backup and recovery to growing organizations around the world. Powered by Code42's technology protecting the critical data of some of the largest global brands, our cloud-based endpoint data security and recovery serves more than 47,000 organizations worldwide. From monitoring endpoint data movement and use, to meeting data privacy regulations, to simply and rapidly recovering from data incidents no matter the cause, Code42 is central to any organization's data security strategy. Code42 is headquartered in Minneapolis, MN. For more information, visit code42.com. © 2017