

# Is Your Business Data Vulnerable?

Massive data loss can cripple your business and diminish the brand reputation you've worked so hard to build. Dealing with the COVID-19 pandemic in the last few months has taxed every business leader's resolve. Unfortunately, that means data protection may NOT be top-of-mind at a time when it is increasingly necessary with more data to store than ever before and hackers taking advantage of a larger base of remote workers due to the pandemic. Here are Four Ways your business may be open to a data loss at this very moment:

1. **Cyber-theft Is NOT reserved for Big Business:** Verizon's most recent [Data Breach Investigation Report](#) (DBIR) shows that 46% of targeted ransomware attacks were small to medium-sized businesses (SMBs) so, every organization is vulnerable. In fact, it is because many SMBs fail to take the necessary cyber security measures that they are increasingly attractive victims. Since 73% of those businesses threatened by ransomed data paid the money demanded, this approach has proven very lucrative for hackers. Without a solid data continuity plan in place to backup and restore every bit of your organization's data, you could wind up one of the **93% of SMBs** who go out of business within a year of a major cyber-attack.
2. **Remote Work Means MORE Weak Links:** The option to work remotely is imperative and has been a lifeline for many SMBs during the COVID-19 pandemic. Unfortunately, just about half of your remote workers don't have password protected networks in their homes which leaves your entire operation vulnerable. This leaves any company data accessed by remote employees especially exposed, including personal customer information and account numbers.
3. **Natural Disasters = Data Disasters:** The increase in weather disasters in the last three decades have cost in excess of \$258 billion in damages. When nearly 20 climate disasters occurred in 2019, power outages knocked out systems for days at a time and those businesses that failed to protect their data suffered gigantic losses. Almost half of the organizations that experience data loss brought about by a natural disaster go out of business. In fact, only 6% of businesses survive a high impact incident.

4. **Everyone Makes Mistakes:** Even the most gifted IT teams can make a mistake from time to time which accounts for one quarter of all SMB data loss. Human errors are responsible for more data disasters than any other category, even security breaches and data corruption. Properly backing up and restoring every byte of your business data is the only way to make sure a common mistake doesn't severely impact your year.

There is no organization that is safe from a possible devastating data loss without modernizing their data backup measures. Making sure that you address this problem sooner than later could mean the difference between having a healthy business or suffering potential massive losses. LightPoint is here to help you find the best possible solution for your business to help you mitigate your risk. [Contact us](#) today to learn more.

*For 20 years LightPoint has delivered people-powered technology solutions to thousands of users in the Pacific Northwest to help companies scale and grow. Our flexible and proactive managed information technology (IT) services result in a more cost-effective and scalable technology infrastructure for the businesses we serve. Headquartered in Portland, Ore., LightPoint has developed domain expertise serving healthcare, legal, financial services and manufacturing companies, delivering expert IT guidance that results in increased employee productivity and minimized downtime. With a customer satisfaction rating of 99.8%, a highly trained live person dedicated to efficient problem-solving live answers all client calls.*