



THE DATA PROTECTION EXPERTS

I have had my office flooded...
My home burned to the ground...
And my main hard drive stolen!

**AND I never missed a day of work...
OR lost critical business information!!!**

**If you want to guarantee that data loss doesn't stop *your*
business cold,
*you need to read this letter.***

Dear <business owner>,

Sure, you know that your computers *might* crash...but what you probably don't realize is that *your computers are guaranteed to crash!*

It's not a question of *IF*, but *WHEN* ---

**Your Computers WILL crash
Your Backups WILL fail
and your Critical Information WILL be LOST**

The only real question is - *will you recover?*

42% of all businesses that lose data go bankrupt within 6 months!!!

I am not exaggerating. I could quote lots of boring statistics, but the shocking bottom-line FACT is that **most small businesses are not adequately prepared!**

In fact, a recent Harris Interactive survey revealed just how bad the problem is:

- 40% of Small/Medium Sized Businesses **don't back up their data at all.**
- 37% **back up their files less than once per month.**
- More than 22% said **backing up information is on their to-do list, but they seldom do it.**

How do you prevent the inevitable? ***You don't!***

TURN OVER →

No system in the world can guarantee that your information *will not* be lost, that your computers *won't* crash, and that your backup *won't* fail!

So how can you guarantee the safety of your business? The secret – preparation!

You can't prevent bad things from happening, but *you can be prepared*.

So - **when** your information is lost, your computers crash, or your office is vandalized, **what will you be doing the next day?**

Will you be working on a replacement computer – loaded with all your programs, settings, and latest information....

Or...

Will you spend \$5,000 - or more - and three weeks - or more - while your IT team hunts down a new server and tries to remember how it was set up?

Sure, you might have a great IT team running your network...and you may even back up your data regularly! The real question is - **can you use those backups when you need them?**

In the event of a disaster, can your IT team protect your company's data with Guaranteed Results?

WE CAN GUARANTEE OUR RESULTS - AND WE DO!!!

I'm Leibel Sternbach, CEO of American IT Solutions, LLC...and we are THE company people call when their computers go belly up. We know what it takes to put a computer back in action.

And as a professional team, we stand behind our work with a **cash guarantee!**

We guarantee that when your system crashes:



- **You WILL have a next day replacement computer preloaded with all your programs, settings, and latest information!**
- **Your information WILL be 100% restorable when you need it!**

And it is OUR responsibility to make sure that happens – not yours!

What is our secret? Preparation!

When a disaster comes, *your* on-site data may be lost, but the data that we've backed up for you won't be! We protect your data in **six different ways:**

- Changed files are backed up daily to **DVD**
- All files are backed up daily to an **online backup service** [for quick retrieval from anywhere]
- All files are backed up daily to **your local Data Protection server**
- Changed files are backed up weekly to **DVD**
- All files are backed up quarterly to **our two remote Data Protection Servers (which are also backed up daily)**
- *All* critical business computers - that is, **your entire system setup, including programs, settings, configuration and registration info - is backed up annually to our Data Protection Servers**

We Don't Just Back Up Your Data - We Make Sure It Is Still Restorable!!

But why so many backups, you may ask? Isn't...well, one or two...enough?

Not at all!

Statistics show that **30% of all backups fail!** There is *no guarantee anywhere* that any given backup will work, or remain intact, or even be restorable when it's needed.

Even if your backup worked when you took it, and you tested your backup then, six months later it could have gotten corrupted! In fact, two of my four backups once got corrupted in the same place at the same time - *and I had just tested them the week before...*

Universities, government agencies, and major corporations are spending millions to upgrade their backup systems against exactly this problem - **but most small businesses depend on inadequate solutions.**

Don't even get me started on the failure rates for the backup services that are out there on the market now - just look at their terms of service agreements instead! Chances are they'll have a statement something like this one from the leading online backup service (according to the New York Times):

"Xdrive shall not be responsible or liable for the deletion, correction, destruction, damage, loss or failure to store any Data." (<http://www.xdrive.com/terms.jsp>)

So what are you paying them for, you may ask?!!

Instead of providing you with just one backup, we protect you with proprietary technology and multiple fail-safes.

We don't resell anybody's backup technology. We have spent years perfecting our own exclusive processes...and even so, we know that no backup system is 100% failure-proof! So even if one of our proprietary processes fails...or two...there's not a chance that *every one of them* will fail.

Your data is safe, no matter what!!!

We don't stop with just backing up your data...we make sure it is restorable!

Our proprietary backups don't just create a rough copy of your files...they create duplicates that are identical in every way. Then we repeat and test and re-test your quarterly and annual system backups until we are *absolutely certain* that they work!!!

In fact, **we never stop testing - your backups are constantly being monitored to be sure they are not corrupted.** Twenty-four hours a day, seven days a week.

So you will never again need to struggle to set up your server...or to remember its exact configuration (wasn't the first setup enough of a hassle, really?).

Imagine the peace of mind you will gain, knowing that **when disaster strikes, you will be up and rolling within 24 hours**, with a replacement computer and all your programs and data - **with 10 free hours of disaster recovery services from our team!**

Why only 10 hours? - Because **that is the maximum amount of time needed to rebuild your system from our backups.** More likely, we can recreate it in **three to five hours!**

All this and a cash-back guarantee, too!

TURN OVER →

We honor the trust you place in us to protect your business data. **So -**

If we *can't* have your replacement computer, preloaded with all your programs, settings, and latest information, up and running the day after your disaster...

AND if we *can't* make your data available to you within 24 hours of your call...

We will refund all your monthly fees for the year. Period.

We will do whatever it takes to ensure that your information is safe!

What would you pay to get the kind of protection that major corporations would pay millions to have?

By now you're probably wondering how much of a chunk this level of protection would take cost you. Tens or hundreds of thousands of dollars, probably, you might be saying - certainly *waaay* too much for your budget!

Not at all!

We know that **both your financial assets and your data assets are crucial to your survival...**and you need to protect both! So we have designed our system in tiers to fit the needs -- ***and the budgets*** -- of most small businesses with 10 or fewer employees.

Sure, you could run down to Circuit City and pay a few hundred dollars for a backup system in a box....but when disaster happens, all those "we're not responsible" clauses in the Terms of Service Contract will kick in. **And you'll wind up spending much, much more to salvage your data, with your income at a standstill!**

The bottom line is - you get what you pay for, sooner or later!

Would you rather invest in affordable, guaranteed data protection now...or wait until a data disaster puts your income, assets - *and the existence of your business* - at risk???

The real question is - Can you afford not to get complete, guaranteed protection?

"I've gone this long, and nothing's happened," you might be saying. "I can wait and think about this idea."
Problem is - ***disasters don't wait!***

If you haven't experienced catastrophic data loss yet, you've been beating the odds. That doesn't mean that disaster won't happen to you...possibly today!

Don't be a statistic...protect your business from the devastating effects of data loss. Call me today and let's talk about how you can guarantee your business continuity!

Sincerely,

Leibel Sternbach

Leibel Sternbach
CEO – American IT Solutions, LLC

P.S. How many horror stories have you heard from friends, family, schools, and businesses that have lost their data, and/or their computers? **It happens to everybody - it's just a matter of time.** Call me today at (410) 484-7377 and find out how you can protect yourself against lost time and money due to data loss!

P.P.S. **If you purchase a plan within the next 14 days, you'll receive an unprecedented 25% discount instantly!**

It's time to be proactive!