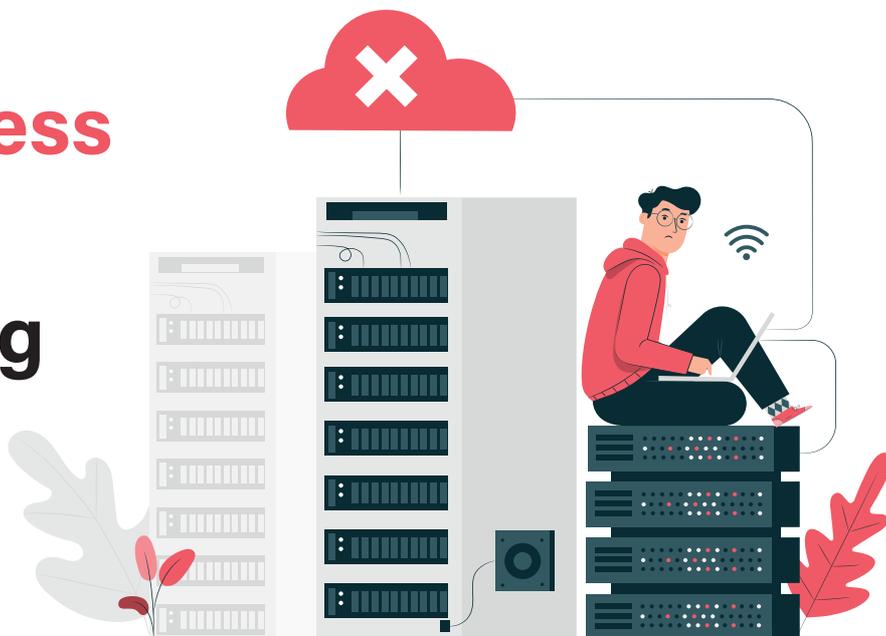




AUGUST 2020

YOUR MONTHLY NEWSLETTER, WRITTEN FOR HUMANS NOT GEEKS

## Is your business one of the 4 million that aren't backing up data correctly?



**Yes, you read that right. 4 million UK businesses aren't backing up their data properly - or at all.**

And a failed backup could mean the end for your business. 60% of businesses that have lost data have shut down within six months.

The scariest part is just how easy it is to lose your data in the first place. It could take seconds.

- One of your team clicks a dodgy link in an email...
- Someone leaves a laptop somewhere...
- Or you accidentally hit delete on a vital document and can't find it in the bin...

*It really is as simple as that.*

Take a moment to consider what losing any of your data could mean for your business.

Let's face it, with all the to-ing and fro-ing and extra precautions we're all having to take at the moment, it's very possible that some things may slip your mind.

Like checking your backup is working. Or that you've got all your devices with you at all times.

So... you simply can't afford a failed backup.

Fortunately, my team can help you to keep your data backed up and protected. So it's there whenever you need it.

***The insurance policy you don't want to use, but helps you sleep well at night.***

And to check that everything is running as it should be, we're now offering a backup verification to local businesses.

Before we run the verification, we'll need to have a quick video call (no more than 15 minutes) to discuss your current backup procedure, and to answer any questions you may have.

There's no obligation to go ahead with the verification after our chat. And certainly no obligation to buy anything. **Ever.**

We just want you to understand the risk attached to poor backup practice, and to help our fellow local businesses thrive.

**Visit [www.yourcloudworks.com/schedule-a-call-with-tony-capewell](http://www.yourcloudworks.com/schedule-a-call-with-tony-capewell) to book your video call.**



**You can see our live diary there and choose the time and date that suits you best.**

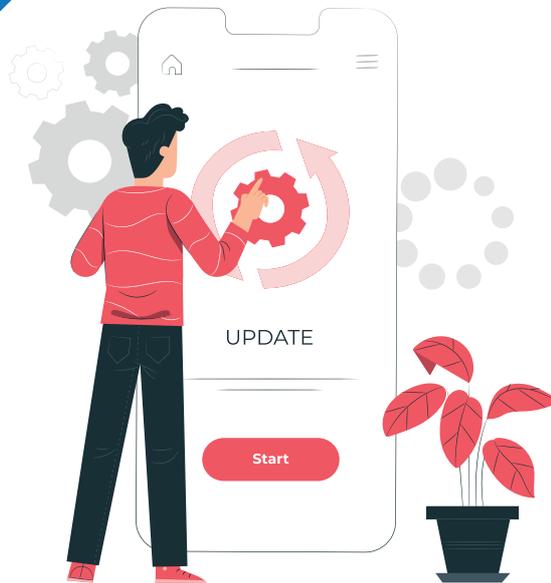
## Click 'update now' and go and make a coffee

Updating your device, software or applications is a pain. And the temptation to hit 'Later' is overwhelming. Especially when you've got loads to get done.

But it's important to run updates as soon as they become available to you - particularly in your business. Updates are created to help keep you protected.

Tech companies spend millions keeping up-to-date with the latest threats and ways in which their devices, software or applications could become compromised.

And we all know how hard cyber criminals work to compromise them!



When you don't install updates, you're not only putting your data at risk, but you could also be running an unsupported version of an application. That means should something go wrong, you have fewer options for help.

The least you could do is go and make a coffee while your updates install. This is the one occasion where taking an extra break is actually helping the business!

**If you're not sure if you're up-to-date or running the latest versions of everything, give us a call. We do this kind of stuff so you don't have to.**

## If you're not delighted with your IT support company, we really should talk

### Three questions for you:

1. Do you currently have an IT support company?
2. How happy are you with them?
3. If the answer isn't "utterly delighted", let's jump on a Zoom

All the change we've gone through since March has taught businesses round here just how important proactive, responsive IT support is.

**We're now taking on new clients again.**

**If you'd like to set up a 15 minute exploratory Zoom, go to [www.yourcloudworks.com/schedule-a-call-with-tony-capewell](http://www.yourcloudworks.com/schedule-a-call-with-tony-capewell)**

## Changing your password has changed



In case you didn't know, changing your password regularly is so 2018.

No, as ever in the world of tech, things have moved on and there are better, easier ways of doing it now.

We're not suggesting you stick with the same password you've been using for the last 10 years. And certainly not suggesting you use the same password across multiple apps.

Today, the most secure way to keep your passwords un-hackable is to utilise a random generator for each new password. And then use a password manager to keep them all safe for you.

A random generator will create passwords that you couldn't possibly remember yourself - **even if you could recite pi to 100 digits**. They're really... random. Which is perfect for keeping your accounts secure.

The password manager comes in and stores these passwords safely for you. So no more jotting down random characters in the back of a notebook.

Together, they make the perfect team. And we suggest that you get your own team to start using them, now.

**If you're unsure how to get this set up, or you would like some help to find the password manager that would be best for your business, give us a call on 01908 410261. We'd love to help.**

**This is how you can get in touch with us:**  
**CALL:** 01908 410261 | **EMAIL** [business@yourcloudworks.com](mailto:business@yourcloudworks.com)  
**WEBSITE:** [www.yourcloudworks.com](http://www.yourcloudworks.com)