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The Survey by Paragon Software Highlights the Backup Behaviors of Small and Medium-sized Businesses, Including Preferred Methods of Data Maintenance, the Frequency and Speed of Data Backup

FREIBURG, Germany – October 29, 2013 – [Paragon Software Group \(PSG\)](http://www.paragon-software.com), a leader in data backup, disaster recovery, and data migration solutions since 1994, releases survey results concerning small and medium-sized businesses (SMBs) IT management practices, including preferred methods of data backup. 22% of SMBs surveyed revealed that prior to purchasing [Paragon Hard Disk Manager 12 Business](#), they were losing critical business information, which had a significant impact on their businesses. Many respondents indicated that inadequate or non-existent backup measures not only affected their revenues but also partner relations and brand reputation.

The survey further shows that:

- 29.41% have no IT administrators in-house or a possibility to hire one.
- 19.23% look for data management tools to handle all data maintenance on site and from a single interface, with minimal involvement.
- 23.53% back up data manually.
- 76.47% back up data automatically.
- 50% prefer to store data physically and virtually.
- 20% do not conduct daily backups.
- 42.86% of those who do not back up daily indicated that the reason is that it's not an efficient use of their time.
- 21.54% said reliability is the most important factor in data backup tools.

Full survey results are available at: http://www.paragon-software.com/survey_results.html

“Paragon’s survey reinforces what we are seeing – that 41.18% of small businesses do not have dedicated IT staff. SMBs need an affordable and reliable data management and maintenance tool to manage data and prevent any data loss. Paragon Software Group specializes in providing the best hard disk maintenance, backup and recovery software tools that could be easily installed and managed by firms with a limited or no IT staff,” commented Miro Milos, director of channel sales at Paragon Software.



Small businesses are key players in regional economies. Many small business entrepreneurs are experts in what they do but start a business without any training or experience in IT management practices. As a result of inadequate IT management, small businesses experience data loss and, consequently, fail in the early years as a business. According to a report by PricewaterhouseCoopers, 70% of small businesses that have a major data loss go out of business within a year. They fail not because of a flaw in the product or service they offer, but because the business was not properly managed from the IT side. In order to successfully manage the most valuable aspect of any business – data, a small business has to hire an IT administrator, outsource the IT management task or get a training on how to fulfill the IT task themselves. Small businesses usually do not have dedicated IT staff and have little desire to spend a lot of time or money on technology or sign up for complicated licensing agreements. This is where Paragon Hard Disk Manager 12 Business comes to rescue.

[Paragon Hard Disk Manager 12 Business](#) addresses SMBs' backup, recovery and storage maintenance needs through advanced enterprise-level functionality and attractive pricing models. The tool enables SMBs to handle all data management tasks on-site and from a single interface. Successfully used by thousands of small businesses around the globe, the product is an all-in-one data management tool with automated, advanced maintenance, backup and recovery functionality. [Paragon Hard Disk Manager 12 Business](#) has been developed especially with the objective to help small businesses fulfill their IT management tasks entirely by themselves at the minimal cost, offering them the most reliable IT tool and supporting their growth.

Survey Methodology

This online survey was conducted by Paragon Software Group between September 25, 2013, and October 9, 2013. All [Paragon Hard Disk Manager 12 Business](#) users were invited to participate and 23,83% responded. To learn more about the survey, please visit http://www.paragon-software.com/survey_results.html