

Press Release

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Don't let your files go up in smoke this autumn!

As bonfire night approaches, we put away our holiday photos and start to draw up our Christmas card lists. But if you store these things on your computer, beware! Unless you have a backup, your precious files might not be as safe as you think.

Thousands of computers suffer data loss every year. Viruses, lightning strikes, fire, theft, laptops left on trains, accidental deletion and the lightning-fast, destructive fingers of a toddler are just some of the data-destroying situations that have us tearing out our hair when it happens to us. Businesses can forfeit vast sums of money in lost time and sales, and individuals can also lose precious photographs and documents.

Adam Piggott of Petersfield-based computer firm Proactive Services is an expert in backup systems and, sadly, also spends a lot of time rescuing data from damaged computers. 'At the moment I'm trying to drag a customer's wedding photos from one dead laptop and precious emails from another,' he explains. 'But ideally I want to help people look after their files in the first place. It's really not difficult, time-consuming or expensive – and provides peace of mind about the files entrusted to the computer.'

Adam, whose company also provides a range of other computer services, always makes sure his customers know about the importance of backups. 'People often don't realise how all of their documents, emails, favourite web sites and photos rely on one piece of equipment which spins over 5000 times a minute,' he says. 'It's more fragile than they think!'

'I've got a stack of dead hard disk drives in my office that illustrates the number of times I've had to try and rescue customers after their equipment has failed without a backup. I'd much rather spend my time proactively instead of having to pick up pieces afterwards, and I wouldn't mind if I never made another penny doing data recovery! Some of the photos, for instance, are irreplaceable, and customers are sometimes very distressed at the thought of losing them. Similarly, a business can be seriously damaged if sales information or customer details are lost.'

Proactive Services can typically provide a backup system for between £50 and £150. At the click of a button all the files are stored safely and are easily recoverable should any accident occur. The system can even be set to work automatically when the computer is shut down, so once it is installed, the computer user need not give the backing up of files a second thought, or spend valuable time on this important task. If the worst subsequently happens to your computer or its files, there will be no need for fireworks!

– ends –

Information for editors

- Adam Piggott has eight years' experience in professional computer support. He founded Proactive Services (Computing) in 2004, having previously worked in-

house on the computer systems of local businesses. He is 27, and is based in Petersfield.

- Proactive Services provides professional, friendly computer support, comprising a wide range of services. These include troubleshooting, backup, security, tutoring and advice. The company provides support for desktop and laptop computers, servers and networks to customers in business or at home.
- Proactive Services is a member of the Chamber of Commerce and a Microsoft Partner.
- Adam is available for interview and can be contacted in the following ways:
 - 01730 268199
 - 07780 820660
 - adam@proactiveservices.co.uk
 - www.proactiveservices.co.uk
 - Proactive Services, 55 Sandringham Road, Petersfield, GU32 2AB.
- Further details and hi-res images are available for download from www.proactiveservices.co.uk/media (picture credit: Sarah Giles).
- A competition prize is available, as detailed below. Please call 01730 268199 to confirm details.

Win two hours of computer support from Proactive Services, worth £80!

[Name of publication] has joined forces with Proactive Services to offer readers the chance to win two hours of friendly, professional computer support, which could include troubleshooting, backup advice or installation of your own backup system (software and hardware can be provided for an additional charge). To enter, complete the coupon below and send it to [address of publication].

Name
Address
Telephone

Statistics

- A hard drive crashes every 15 seconds
- 2,000 laptops are stolen or lost every day
- 32% of data loss is caused by human error
- 31% of PC users have lost all of their PC files to events beyond their control
- 15% or more of laptops are stolen or suffer hard drive failures
- 1 in 5 computers suffer a fatal hard drive crash during their lifetime

Source: Harris Interactive Survey
http://realtytimes.com/rtcpages/20020920_computing.htm