



Van Ausdall & Farrar, Inc. Launches Program to Backup Microsoft 365 for Local Businesses

Leading MTSP Takes a Proactive Approach to Securing Valuable Information

INDIANAPOLIS, IN – May 28, 2024 - Van Ausdall & Farrar, Inc., a leading managed technology services provider, has announced the launch of a comprehensive program designed to backup Microsoft 365 for small to mid-sized businesses (SMBs). With the increasing reliance on cloud-based solutions like Microsoft 365 for storing critical business data, Van Ausdall & Farrar, Inc. recognized the importance of taking proactive measures to secure this valuable information.

Businesses rely on Microsoft to manage their data backup process; however, hackers are targeting Microsoft users, and even if the company is allocating resources, adhering to responsible data practices and increasing their investment towards fortifying their cybersecurity defenses, the sheer volume of attacks has resulted in numerous breaches. For example, as recently as November 2023 Microsoft said state-backed Russian hackers accessed emails of senior leadership team members. While there was only a very small percentage of accounts breached, hackers still accessed files and remained undetected until January 12th. While it's simpler to rely blindly on Microsoft, businesses need to take responsibility for making sure their cyber risks are managed properly.

Van Ausdall & Farrar, Inc.'s Microsoft 365 backup solution offers numerous benefits to businesses

seeking to safeguard their data. One of the primary advantages of this program is minimizing the risk associated with relying solely on Microsoft's infrastructure. In the event of a disruption, such as a system outage or cybersecurity breach, businesses not only face the potential of irretrievable data loss—but they also face the much more likely scenario whereby they have to wait for long data recovery periods, and costly downtime. By implementing a backup solution, independent of Microsoft's default backup services, businesses can actually mitigate their risk and ensure the continuity of their operations.

Furthermore, Van Ausdall & Farrar, Inc.'s program enables companies to granularly restore emails, files, and SharePoint sites, providing added flexibility and control over their data. In an era where millions of hackers are constantly targeting Microsoft 365, diversifying backup solutions has become imperative for any business with sensitive data. While Microsoft still boasts a strong track record of uptime, the reality is that no system is entirely immune to threats. Van Ausdall & Farrar, Inc.'s program offers an additional layer of protection, ensuring that businesses have access to their valuable information even in the face of unforeseen circumstances.

Moreover, Van Ausdall & Farrar, Inc. is providing unlimited storage for seven years, making it an ideal solution for archiving and compliance purposes, which is especially important for insurance reasons. Unlike other backup solutions that charge based on data

usage, Van Ausdall & Farrar, Inc. offers a cost-effective, flat-rate pricing model, guaranteeing data retention.

Les Royce, IT Director of Van Ausdall & Farrar, Inc. stated, "Many companies are outsourcing the backup of their data to Microsoft, assuming that their information is secure. However, this approach leaves them vulnerable, as organizations have limited access to recover data immediately in the event of a data loss incident. With our program, businesses can rest assured knowing that their data is backed up securely and that we have access to facilitate data restoration when needed."

ABOUT Van Ausdall & Farrar, Inc.

Van Ausdall & Farrar, Inc. is 110 year old Indiana-based company whose mission is to provide value-driven technology solutions while delivering a world class customer experience and having a positive impact on the communities we serve. Bottom line, our vision is to implement technology to improve the human experience. We are an innovative provider of custom IT, security, communications, compliance and automation solutions. Offering advanced technology know-how, Van Ausdall & Farrar brings innovative IT, workspace, cloud performance and hybrid solutions that help businesses simplify and leverage technology to meet specific objectives. To learn more about our products, services, and support please contact Van Ausdall & Farrar at 317-634-2913 or visit www.vanausdall.com