



Communications Plus, Inc.



Bruce Staples  
President

## **Communications Plus, Inc. Offers Innovative Data Backup Solutions to Protect Their Customers' Critical Information**

*Region's Leading Unified Communications Provider Supports Business Continuity Planning While Enhancing Peace of Mind Among Small to Mid-sized Companies*

AUSTIN, TX — February 28, 2011 — Communications Plus, Inc., an industry leader in unified communications, announced today that the company is offering innovative, off-site, data back up solutions to protect their customers' critical information. In an effort to enhance business continuity planning among the region's small to mid-sized companies, Communications Plus, Inc. provides owners with the peace of mind know that their valuable information is continually backed up in the event of a natural disaster, power outage, or virus attack.

More than ever before, today's market is pressing owners to reexamine the threats that could cause business interruption. According to an information security breaches survey conducted by DTI/PriceWaterhouse, 70% of businesses that suffer a serious data loss are out of business in 2 years. Many risks are unavoidable but technological advances have created a way for businesses to continue to run smoothly, even in the midst of uncertainty.

Organizations of all sizes are generating and depending on larger amounts of data that must be readily available and easily accessible.

Consequently, companies have to effectively manage more infrastructure resources, including servers, networks, and storage, to ensure data is protected in a timely manner while at the same time providing adequate performance and capacity and securing data for access when needed. Unfortunately, the archaic data backup method for most companies is to backup vital information on a data tape and let an employee such as an IT manager take it home for safe keeping. Today's latest technology enables the backup of information to take place on the "cloud" instead of servers on-site. Therefore, if an event should occur the business can keep running as if nothing happened.

"The concept of business continuity is experiencing a growth in popularity, and experts are attributing this primarily to its simplicity," Bruce Staples, President of Communications Plus. "As a business owner, operating without a data backup solution in place is simply a risk I would not be willing to take. The pace of today's business environment is faster than it has ever been, and business owners cannot afford to lose their valuable data. In my opinion, it's like driving over 100mph without wearing a seatbelt," commented Staples.

All businesses face a certain degree of risk, but most intelligent business owners are looking to eliminate unnecessary risks as well as uncertainty. Disaster recovery

solutions provide business owners with a safety net that enables organizations to get back up and running before anyone notices that there was a slip-up. Whether a natural disaster, virus attack or power outage, remote data backup provides businesses with the assurance that they will be able to compete in today's markets.

### **ABOUT COMMUNICATIONS PLUS**

Communications Plus strives to be Austin's most customer-oriented business telephone and data Telecommunications Company. Serving Austin, Corpus Christi and surrounding areas for the past 20 years, the company's goal is excellent customer satisfaction through superior service. Communications Plus provides its customers with state of the art products, which are serviced by Factory Certified technicians. Customers are thoroughly trained in every component of their system by Communications Plus' highly experienced customer service team.

Communications Plus is a proactive outsourcing partner that suggests meaningful improvements in business processes, and share best practices. We help establish goals that focus on how improved IT services delivery will result in better business value.