

Why haven't you backed up your stuff today?

"Stuff" is made of the things that are most important to us like emails, contacts, documents, spreadsheets, bookmarks, music, pictures, calendars, etc. Do you know the most common reasons why people don't regularly backup their stuff on the computer?

- 1) "Don't have the time.... It takes so long and ties up my computer, so there never seems to be a good time to do it"
- 2) "Don't know how to use the backup tools that are out there today, I get lost and not sure it even worked"
- 3) "It's too expensive to buy additional hardware, then I have to find "easy-to-use" software, install it and then run it"
- 4) "Didn't think I needed to, until it was too late and my computer crashed"

You are not alone; here are some facts from a recent national **Harris Interactive** survey of 597 computer users:

- Nearly three out of five personal computer users have lost an electronic file they thought they had sufficiently stored
- One in four users frequently back up digital files, even when 85 percent of computer users say they are very concerned about losing important digital data
- 82 percent keep a hard copy of important documents they've also saved electronically
- Thirty-seven percent of the survey's respondents admitted to backing up their files less than once per month
- Nine percent admitted they have never backed up their files
- More than 22 percent said backing up information is on their to-do list, but they seldom do it

Do you know what percentage of the total files on your computer are actually yours - files you actually created, modified or received from others?

5%

So what is the other 95% comprised of? The rest of the files are system and application files that you never have to worry about backing up (can always re-install). If anything the over abundance of these files typically causes the computer to crash in the first place. Ironic isn't it.



What kind of value do you think that 5% has to you? To most of us (87% of computer users) it is irreplaceable! Losing that 5% would cause complete chaos and disruption to our daily lives. If you think about it we communicate with more people, order more goods and services, electronically then we ever did using the phone and postal mail combined. So the value of that 5% is huge and worth finding the best solution to protect your 5%.

MiDrive is the solution that focuses purely on your stuff. MiDrive removes the barriers (mentioned above) to backing your stuff up.

- ✓ Its fast, MiDrive takes minutes to backup your stuff, not hours like other products
- ✓ MiDrive has easy to use screens to quickly click on the stuff you need to back up
- ✓ MiDrive is a complete solution (ships with USB and software) so nothing to install
- ✓ MiDrive comes with support and an active user community that makes all of our customers more knowledgeable and secure in knowing their stuff is safe
- ✓ MiDrive is less expensive than whole system back-ups and there are no ongoing fees either
- ✓ MiDrive is on a USB; so you can have it with you anywhere you go.
- ✓ MiDrive Screens will show you the last action you took and the date, so you are more informed to make the right decisions when backing up your stuff

The user experience is based on MiDrive's ability to tell you what and when you last backed up your stuff. Below is a screen shot of the MiDrive solution.

The screenshot shows the 'Mi Copy Stuff to MiDrive' window. At the top, it says 'To copy your stuff just click on an icon'. Below this is a grid of application icons with their backup status and dates:

Application	Status	Last Action
Explorer	Copied	6/14/2009
Firefox	Copied	6/5/2009
Yahoo IM	Done	6/15/2009
Trillian IM	Trillian is not on this PC	
Outlook	Emptied	6/14/2009
Thunderbird	Ready	
Outlook Exp	No OutlookExp to Copy	
Windows Mail	Copied	6/5/2009
Windows Calendar	Ready	
Windows Contacts	Copied	6/5/2009
My Documents		
My Pictures		
My Music		

Callouts from the screenshot:

- "Ready" Means you have never copied this stuff yet.
- MiDrive will also tell you if there is nothing to copy.
- The MiDrive logs your activities. This helps you know when to get fresh copies!

To find out more about MiDrive Solutions or to order your own MiDrive go to our website:

www.midrivesolutions.com

