



745 Atlantic Avenue
Boston, Massachusetts 02111

Indicia

"I didn't blink when a massive outage shorted our system.... I didn't sweat that no one on-site had backed up the data at our eight remote offices. But Hank...the guy who really needs his job? *Well, that's a different story...*"

Mr. John R. Sample
Title
Company
123 Any Street
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In this letter—a story that might save your job and your company, a white paper that will help you prove how, and a CanDroid® Robot just for the heck of it. Read on...

Dear John:

It was one of moments that you remember where you were when it happened. All of a sudden, the world stood still. In an instant, a massive power outage shut down the east coast from Canada to Washington, D.C. They said it was a surge in Buffalo that tipped the grid. I don't know. It lasted about a day and a half.

Anyway, two days later I'm at my usual coffee haunt and in comes Hank. He's my alter ego. We joke that he's my protégé. Handles IS for an insurance company with five offices. About 80 PCs and a few servers. Today he's white as a sheet. "How'd it go?" I asked expectantly. "We lost a ton of stuff," he blurts. "We'll be reconstructing files for weeks."

"No backup?" I ask

"Oh, lots," he says. "But, right now we've only recovered about 20%...believe it? What's your damage, big shot?"

"Nada."

"Nothing?"

"Nothing. It was all off-site, backup at Iron Mountain."

"You bury your data in a mountain?"

I reached for a napkin and took out a pen. Scratched "Iron Mountain." and slid it across the table. "Check it out," I said. "They backup our data electronically via a secure internet connection. It's continuous...they never miss a beat. That's why we recovered everything. The whole town could fall down, and we'd still have every bit of data backed up safe and sound. Check it out...it's called Electronic Vaulting."

Hank took the card and shook his head. "We're not big enough for that kind of service."

"Are you kidding, Electronic Vaulting was built for companies like ours...mid-size businesses with multiple sites...even one site. You want to prove an ROI...why don't you show the boss the cost of Iron Mountain vs. all the data you can't get back right now."

"Yeah, but we've got tons of PCs, laptops..."

"Individual PCs like yours, laptops, and multiple-servers—whatever. No procedures to remember...no traditional methods to work around. No data to lose...Electronic Vaulting transmits your data off-site. It's automatic, off-site, and out-of-reach so no one at the company—including you—has to sweat it. As soon as the power came back on, zap! We recovered all our data quick—nothing like what's happened in the past with traditional methods."

"I'd have to prove it...show the benefit..." Hank sighed.

"Tell you what. Go online or send for their FREE white paper, *Calculating the Cost of Downtime*. That'll be all you need to prove an ROI."

I slapped ol' Hank on the back, and bid him adieu. He was staring at the card in his hand. He smiled and slid it into his front pocket.

A White Paper for *you*, too!

If you would like to see what Iron Mountain Electronic Vaulting can do for your business—and how little it costs, return the enclosed reply form in the postage paid envelope. You may also qualify for a FREE CanDroid® Robot. You can also go online at IronMountain.com/robot, and get a copy via email. Or, call me directly at 1-800-000-0000. But do it now. You know how things get buried. Can I freshen up that coffee for you?

Sincerely,

Signer
Title

For immediate action go to www.ironmountain/robot, call 1-800-xxx-xxxx, or return this form in the postage paid envelope.

- YES! I'd like to find out how Iron Mountain electronic vaulting can solve my backup problems at a higher ROI than traditional methods! Please send my copy of your white paper, ***"Calculating the Cost of Downtime."*** I understand I may also qualify for the planet's coolest robot.

Phone # _____ E-mail _____ (Required for white paper)

Number of sites _____

Number of PCs _____

Number of servers _____



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