



Nova Technologies Launches Program to Backup Microsoft 365 for Local Businesses

Leading MTSP Takes a Proactive Approach to Securing Valuable Information

PLYMOUTH, MN – May 28, 2024 - Nova Technologies, 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, Nova Technologies 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.

Nova Technologies' 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, Nova Technologies'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. Nova Technologies'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, Nova Technologies 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, Nova Technologies offers a cost-effective, flat-rate pricing model, guaranteeing data retention.

Pete Jones, Owner/President of Nova Technologies, 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 NOVA TECHNOLOGIES

Nova Technologies is Minnesota's largest and most experienced Toshiba and Zultys dealer. Telecommunications runs your business. The team at Nova Technologies has a history dating back to the early 1980's. Nova Technologies does not just provide telephone system equipment and service; we provide a stake in the business of our customers. We learn their business and work with them to ensure they are receiving the very best value. Our goal is a lifelong partnership. The company's goal is maximum customer satisfaction through total customer satisfaction.

Nova Technologies provides customers with industry leading technology, serviced by Factory Certified technicians with years of experience. Customer training is offered for every component of the phone system by Nova Technologies' highly experienced team.

The company's trusted and professional technicians offer service to ensure system reliability. Nova Technologies also offers comprehensive emergency service 24 hours a day, 7 days a week, guaranteed within 2 hours.

For more information on Nova Technologies, call (952) 473-2100 or visit <http://www.nova-tech.us>.