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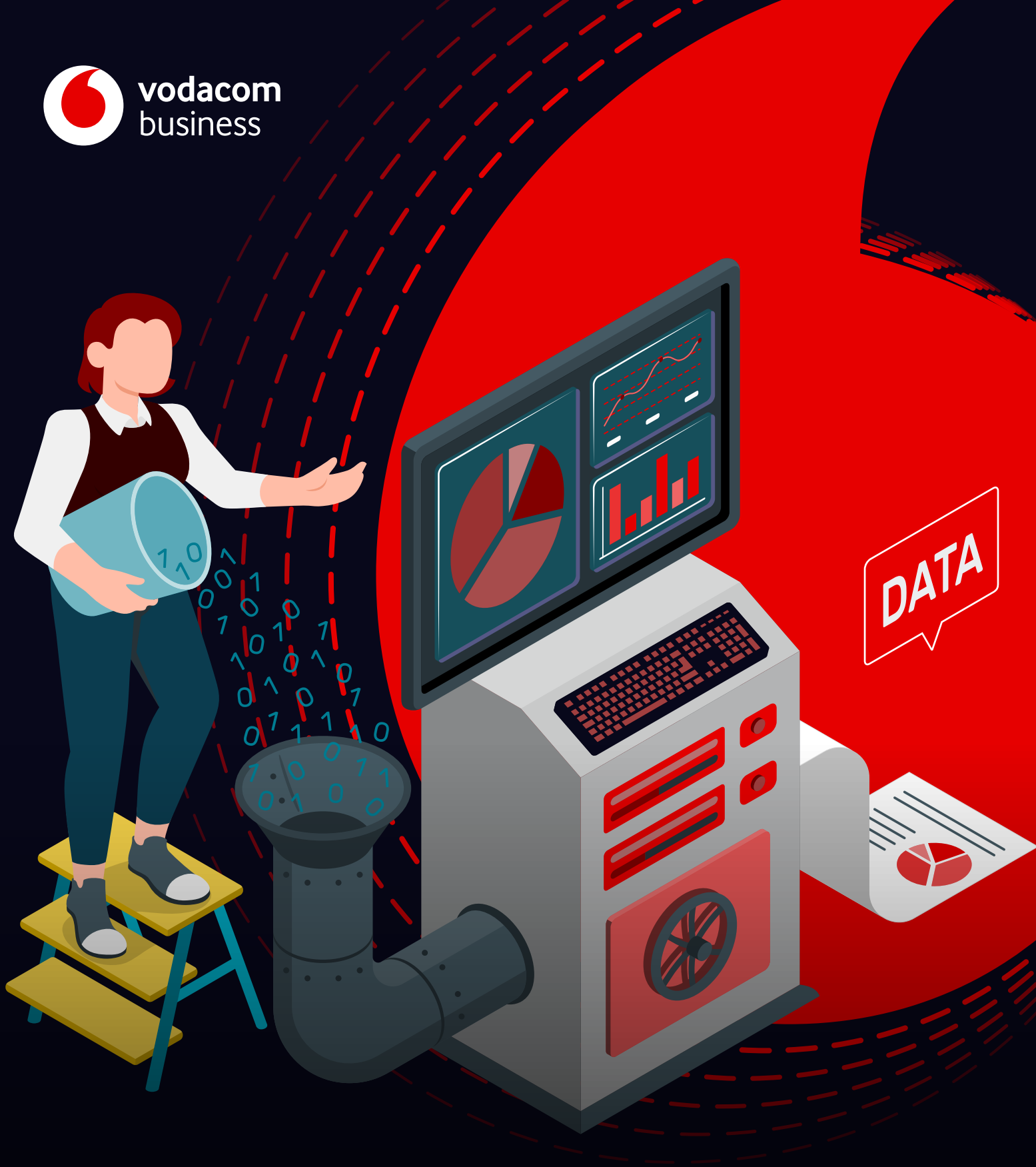

Digital Armageddon

How a backup can **save your business**

Introduction

You already know cybersecurity is a risk. You run updates, monitor your systems, and follow best practices. But threats evolve faster than defences, and no system is bulletproof. One breach. One ransomware attack. One wrong click. Suddenly, your files are locked, your infrastructure is frozen, and everyone is looking at you for a solution.

You can investigate, escalate, even consider paying—but without a backup, your options are limited. And the longer you're offline, the worse the damage. Yet, most businesses think, "This won't happen to me."

But let's say, hypothetically, it does. Here's what unfolds when your data disappears overnight. And how you can prevent it.

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The reality check

What happens when a data breach hits?

It starts like any other workday.

You log in, ready to tackle the usual tasks. But something's wrong. Your files aren't opening. Shared folders are empty. A strange message appears on your screen:

Your files have been encrypted. Pay to restore access.

Panic sets in. You check the servers, scan for issues, and quickly realise this isn't just a system error. You've been hit. Your business is now at a crossroads:

Do you pay?

There's no guarantee you'll get your files back.

Do you try to recover manually?

Without a backup, you're relying on scraps.

Or do you accept the loss?

How much of your business can you afford to lose?

And here's the part most businesses don't realise: Recovery isn't always possible.

According to recent data, approximately 60% of SMEs that suffer a cyberattack shut down within six months. They simply can't recover from the financial and operational fallout.

At this point, it's not about how the attack happened. It's about what happens next.

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The risk you're taking

How this can actually play out

Best case scenario?

ou spend weeks scrambling to recover lost data, suffering financial and reputational damage along the way.

Worst case scenario?

The business doesn't survive.

Here's how it can unfold:

Ransomware Lockout

You pay, but the decryption key doesn't work. Your files remain encrypted, and you're still locked out.

Corrupted Data

Even if you recover, files are damaged—spreadsheets won't open, databases are incomplete, and key records are lost forever.

Hidden Backdoors

Attackers left a backdoor in your system, waiting to strike again. Even after you "recover," you're still compromised.

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Data Stolen and Sold

Sensitive customer data, intellectual property, employee records—gone. You only find out when it resurfaces somewhere else.

Total Data Wipe

Some attacks aren't about money. They're about destruction. Your entire system is erased, leaving you with nothing.

Credential Theft & Privilege Escalation

Your admin accounts are hijacked. Attackers gain control over your cloud services, emails, and financial systems.

Double Extortion

Pay once to (maybe) unlock your files. Pay again to stop them from leaking stolen data. If you refuse, your confidential business info goes public.

At this point, it's not about whether you should have had a backup—it's about whether your business can survive without one.

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What if you had a backup?

Now, let's play out the same scenario with a backup in place.

You log in. The files are gone. The ransomware message appears.

But instead of scrambling for options, you follow a clear recovery plan

1. Contain the breach. ☐
2. Eliminate the threat. ☐
3. **Restore from backup.** ☐
4. Verify data integrity. ☐
5. Strengthen security ☐

You restore the most recent backup—no ransom, no negotiations. Operations resume in minutes to hours, not days or weeks. This is the difference between total disaster and business continuity.

If you have a solid backup, you don't have to calculate damages—you just recover and move forward.

What if you had a backup?

Cyber threats aren't going away—but with the right backup strategy, your business doesn't have to suffer the consequences.

Vodacom Business offers a range of reliable, cost-effective backup solutions designed to protect you from data loss, ransomware attacks, and system failures. With automated backups, encrypted data protection, and instant recovery, you stay up and running—no matter what happens.

Request a call today to find out how Vodacom Business can help secure your data.

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