



# It won't happen to me!

Is this the right attitude in today's world where cyber-attacks spread at an alarming rapid rate? *////////////////////////////////////*

Dimitar Janevski  
Managing Director @B-Up

# It's a Digital World!

Why not take it seriously  
when creating a backup plan?

The obvious hasn't come yet but BackUp should be  
the essential part of every data as it's all virtual...



Let's Make  
BackUp for All!



# It's an "EVERYDAY" happens to all, thing!

World statistics about  
accidents of losing data.

\*2017 statistics from PWC



# 43%

of the companies, facing massive losing  
of data never recovered.

# 30%

of employees don't have a way to  
recover their important data in case of  
attack/ accident

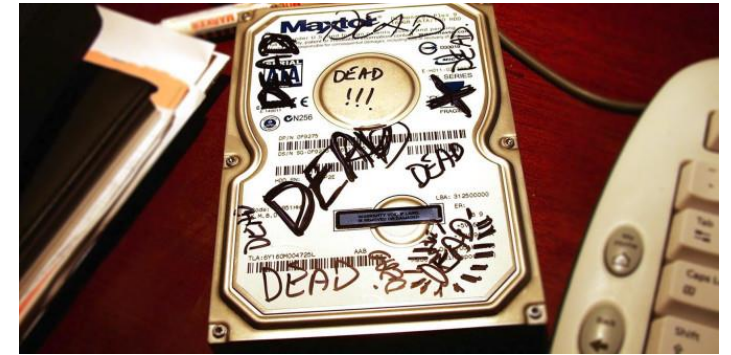


BackUp is one of the most used ways of  
providing data recovery and protection.

# BackUp is there but how does it look?

Types of BackUp seen Out There

External HDD



Same location



Sync to a remote Server



# But customers have their explanations...

## Types of barrier and excuses

I don't have money to buy an equipment...



I don't have IT employees...

I don't trust...somebody will see my data...



I have nothing to lose, everything is on paper...



# Uhhh... the HDD is Empty!

Case #1



# Will work 3 more months...

Case #2





# Boom once... Boom twice!!!

Case #3





# It won't happen to me!

Is this the rational decision?



Let's Make  
BackUp for All!



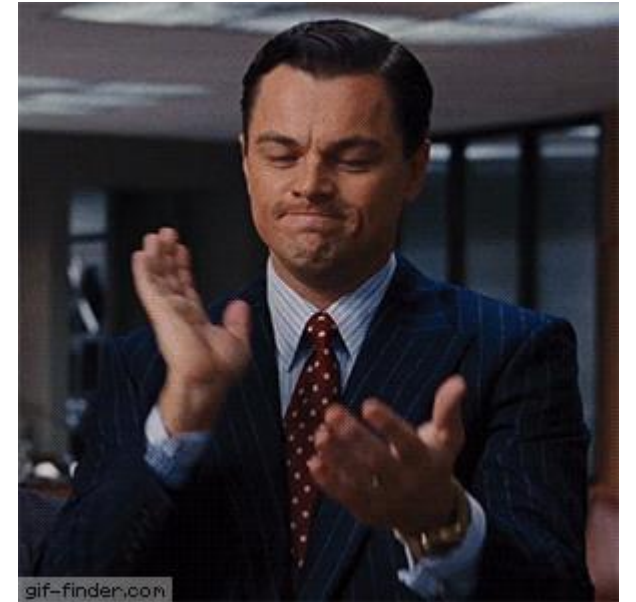
# How do we make decisions?

Decisions are made before we know about it!



# People do what's easy more than they do what's right

If you want them to do what's right,  
make what's right easy to do



Mantas 2019



# Use Empathy!

Put inside their shoes, get their point and you will persuade them for cyber security.



Let's Make  
BackUp for All!



We started with...

**Let's Make BackUp for All!**



...but we will see where our journey ends.





# Thank You!

Dimitar Janevski  
[d.Janevski@bup.mk](mailto:d.Janevski@bup.mk)  
/bup.mk

