HORROR STORIES

True-to-life
stories of
men and women
who didn't do
their computer
backup

and
lived to
regret it.

Prepare yourself for tales that will make your flesh creep and your blood run cold.

True-to-life stories of unending horror, that could have you regretting every moment you never backed up.

There may be a happy ending in them for you. But first, read on …

Instant Demolition

George P., an architect, had put all his plans for a new building into his computer. He didn't have physical copies anywhere. And he didn't back up.

The computer happened to crash. And the building with it.

George had to put his clients, his work and his home life on hold, and spend the entire next month re-building his building. From the ground up. From memory.

The Dread of Red

Wally F., who was color-blind, had entered mounds of data into an important file — a file that had not been backed up.

While the *red* save button was engaged, Wally, who couldn't see red, thought it was finished, and removed the diskette. He interrupted the whole process. Losing all the data. When the computer blacked out, so did Wally. But Wally's boss saw red immediately.

The Devil in the Disk

Bill M. was part of a key team of computer programmers preparing for a big meeting. The crew was working around the clock the night before the presentation when Bill — who never backed up — lost all his data to a hard disk crash.

His part of the presentation was crucial, and the next morning's meeting could not go on without it.

Bill faced a major repair job.

But with six hours to go, he didn't have a prayer. Unable to face the disaster, Bill tossed it all and joined the ministry. Now he has prayers at 8:00, 12:30, 5:30 and 9:00.

Lost in Space

Charlene R. had been working for weeks on a huge report, without backing up.

As she was looking over the finished report, she hit the "bulk edit" key by mistake, and changed all the spaces in the report to no spaces. Whichmadeitexceedinglydifficulttoread.

Not only did Charlene miss her presentation date, she had to spend another week going through the report and reinserting the spaces.

Anexperiencesheisn't likelytoforget.

Thebulkeditkeychangedallthespacesbetweenwordsintonospacesatall...

Chain-Saw Frenzy

A lumberyard sent one of its employees, Al H., to a night course in computers. Al hoped to help out with the lumberyard's computerized inventory system.

One night he decided to do his homework on the company computer, and when he went to erase it, he ended up erasing every file the company had.

Nobody had backed up. And all of their inventory information was lost.

The next morning, no one could tell what lumber was in stock, what was on order, or what to charge for it. The lumberyard was in chaos.

And all that data that had to be re-entered? That's Al's new homework.

Evil in the Oven

Tony F., a New York City baker, kept all of his customers' orders on disk. Wedding cakes, pastries for restaurants, everything.

His system crashed, and lost all the data — which he had never backed up.

Tony had to rise earlier than the bread the next morning and try to locate the right brides for the 32 cakes in his refrigerator. Not to mention the right reception halls.

And then call all the restaurants in his address file and check on whether they'd ordered anything. How many jelly rolls. How many charlotte russes. How many napoleons. How many raspberry crullers. How many rum cakes. How embarassing.

The Rat Mangler

Ralph H., a PhD candidate in biology, had two years of rat research stored in the computer without a backup. The system crashed one day. And thousands of hours of rat data went down the drain.

Ralph had to spend another entire year reconstructing his thesis. Injecting rats, weighing them, recording data. And you can bet, by this time, that Ralph's long-suffering rodents would have liked to conduct some experiments of their own.

Savage Switchboard

It was the practice at a particular hotel to use an electronic wake-up service. Requests were stored in the hotel computer, which then called the guests automatically.

When Mr. S. called one night to cancel his wake-up call, the hotel operator mistakenly canceled all the calls. There was no backup.

The next morning, 24 business travelers missed their flights, 18 executives missed important meetings and 12 touring musicians missed rehearsal.

Now one hapless hotel operator misses her job.

The Happy Ending

Now that you've seen—in gruesome, graphic detail—the horrors that await those who fail to back up, here's the way to back up.

With a data cartridge system.

The superior form of removable mass storage that will save you from ever having to worry about user error or system crashes again.

A technology developed by 3M that brings new standards of ease and reliability to backup. Not to mention capacity—the largest for its size of any disk storage system.

From 5 to 150 Mbytes of information can be saved. Quickly, easily and inexpensively. And it's compact, too (3½" and 5¼" sizes).
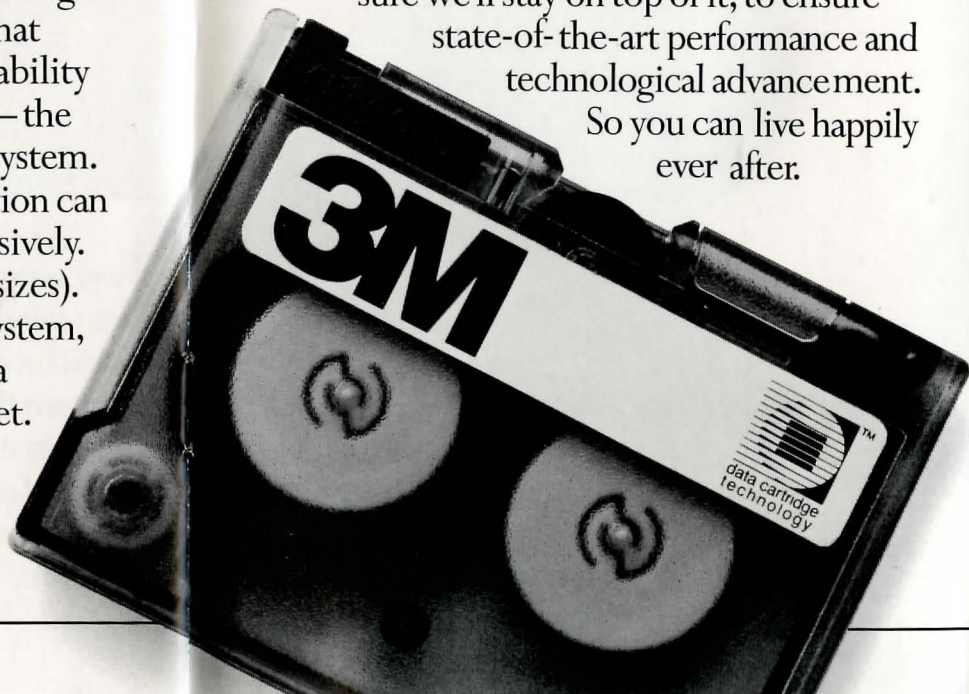
And with a backup drive in your system, all you have to do is off-load your data onto 3M's data cartridge and you're set. The tape never leaves the cartridge.

If all this isn't enough, consider the other ways you can use data cartridge systems: Archival storage, database and software distribution, transaction logging, image storage and more, all can be performed on these durable data cartridges.

And lastly, rest assured of 3M's commitment to data cartridge technology. You can be sure we'll stay on top of it, to ensure state-of-the-art performance and technological advancement. So you can live happily ever after.

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Horror
stories
with
happy
endings.

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