# DIAMOND TIMES

A Technology Management Company


## THE 4 MOST EXPENSIVE BACKUP ASSUMPTIONS BUSINESSES MAKE

Mike Tyson once said, "Everyone has a plan until they get punched in the mouth."

In business, that punch usually comes in the form of a disruption you assumed you were ready for. It might be a failed backup, an unexpected outage or a security incident that exposes a weakness nobody knew existed.

That's the thing about assumptions. They feel like facts until they're tested.

Here are four that regularly catch businesses off guard.

### Assumption #1: 'We're backed up'

Having an untested backup is like carrying a spare tire in your trunk and finding out it's flat when you're stranded on the side of the road.

Most businesses know backups exist. They've seen the reports, the notifications and the green checkmarks. However, only a few can confidently say when they last tested a restore, how long recovery would take or whether every critical application and file is included.

A backup proves its value only when it helps you recover. The most dangerous backup is the one you've never tested. Until you've restored from it successfully, you're relying on hope, not proof.

### Assumption #2: 'Someone would tell us if there was a problem'

You can spend big bucks on the latest monitoring tool that's really good at catching problems fast and alerting you immediately. Confusing detection with protection is an assumption that costs businesses money.

A weather alert can tell you a hurricane is coming. It doesn't board up your windows or move your family to safety. The alert is useful only if you know what to do next.

Your monitoring tool works the same way. It tells you something is wrong. What happens after that alert goes off is up to you. Without a response plan, an alert is just another notification demanding your attention.

### Assumption #3: 'Our team knows what to do'

Every team looks prepared until game day.

Late one Friday afternoon, a critical system goes offline and suddenly nobody can agree on who's in charge, what to fix first or how long it's going to take.

When there's no documented plan and no practice run, even a good team is starting from zero.

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## WHAT'S NEW

Summer's winding down. School is back in session, calendars are filling up, and for those who count down to fall every year, it's almost pumpkin-spice-everything season.

As we head into September, don't miss our **VIP Executive Breakfast Seminar on September 17th.** If you're a business owner, nonprofit leader, or executive trying to figure out how AI fits into your organization without creating chaos, this event is for you. We'll share practical strategies for adopting AI securely, avoiding common pitfalls, and putting our Crawl, Walk, Run approach into action. **Reserve your seat HERE.**

**And a quick reminder in case you missed last month's issue:** Microsoft begins its move toward passkeys starting September 1st. If you haven't reviewed what that means for your users, now is the time. **Read more in last month's edition.**

Dedicated to your Success,

*Team Diamond*

*This monthly publication is provided courtesy of Cora Park, President of Diamond Business Communications.*

## OUR MISSION:

**To help connect clients with expertise necessary to incoporate the diverse and emerging technologies needed for today's business, while providing a collaborative first-class support platform to allow them to achieve great things.**

## VIP EXECUTIVE BREAKFAST SEMINAR: September 17th

### After the incredible response to our webinar, we're bringing Own Your AI Future to you LIVE and in person!

**If you're a business owner, C-suite executive, or nonprofit leader near Hamilton, NJ asking yourself, "How do we adopt AI without the chaos?" — this VIP Exclusive Executive Breakfast Seminar was built for you.**

**Join us, in parternship with Vitale Inspection Services, to:**

- **Recognize why shadow AI is already happening in your organization** and how to put the right guardrails in place.
- **Discover the benefit of bringing AI into a secure, governed platform** with 80+ AI model.
- Take the next step with AI using a **simple Crawl. Walk. Run. adoption framework** that helps your organization find value fast.
- Learn how to **put AI to work inside your existing business environment** to automate tasks and reclaim hours each week.

**Seats are Limited. Click HERE to Reserve your Spot.**

## SECURE YOUR SEAT TODAY


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You don't carry a spare tire because you expect a blowout tomorrow. You carry it so that if one happens, you're not standing on the shoulder trying to figure out what to do next.

A recovery plan works the same way. When something goes wrong, you don't want your team figuring things out on the fly. You want them to follow a plan.

Chaos rarely comes from the disruption itself. More often, it comes from not knowing what to do next. The more familiar the process, the faster your business gets back on its feet.

### Assumption #4: 'It won't happen to us'

Nobody thinks they'll be the one until they are. When you're focused on growth, customers and keeping things moving, disruption feels like something that happens to other companies. Not yours.

But most disruptions are ordinary, like an employee clicking a bad link in a phishing email, a power outage hitting or a piece of hardware finally giving out. They don't arrive with much warning, and they don't care how busy your business is.

The question isn't whether something unexpected will happen. It's whether you'll be ready when it does.

The businesses that recover fastest didn't get lucky. They got ready. Preparation doesn't stop every incident, but it does determine how quickly you recover from one.

### You can't block a punch you didn't prepare for

In our experience, it's never the big dramatic event that catches businesses off guard. It's the ordinary one that happens on a Wednesday when nobody's expecting it.

You don't need the biggest IT budget to recover fast. You need a plan for the day something breaks.

A good plan tells the team what needs to come back first, who's responsible for what and how they'll keep the business moving while systems are restored.

The good news is that most of these risks can be addressed before they become business problems.

Testing your backups, reviewing your recovery plan and making sure people know their role can make the difference between a short interruption and a long recovery.

Preparation won't prevent every outage, but it will determine how quickly you recover and how much disruption your business has to absorb.

# THE FIRE DRILL NO BUSINESS OWNER WANTS TO RUN

When a fire alarm goes off at a school, nobody stops to figure out what to do next. Students line up, teachers move them through the exits and everyone knows where they're supposed to go because they've done it before.

Your backup strategy should work the same way. But most businesses have never tested whether they can actually recover.

## Why fire drills save lives and businesses

Fire drills do more than satisfy a policy. They prepare people before pressure sets in and answer one critical question: Will this work when we need it?

When everyone knows what to do, panic stays under control. If the plan fails, they discover it during the drill, not during a real emergency.

That is the value of practice. It removes guesswork before it matters.

## The business version of a fire drill

Most businesses have backups. Far fewer have tested whether they'll work.

They don't find out until something goes wrong and they're scrambling to restore systems and get the business running again.

That's when the real cost begins.

## What recovery testing looks like

Recovery testing is not theoretical. We restore from your backups, measure how long recovery takes and identify which systems come back first and where gaps exist.

The process answers questions every business should know before an outage:

- Will your backups restore successfully?
- How long will recovery take?
- Which systems should come back first?
- Can your team keep working during recovery?
- Are there gaps in your backup strategy?

That is the difference between having backups and being ready to recover.

## What happens when you skip the drill

When recovery has never been tested, even a routine disruption can become a major business problem. Employees lose access to critical systems, customer service can't help customers, sales can't process orders and leadership is left waiting for answers. The cost isn't just lost time. It's lost revenue, damaged customer trust and unnecessary disruption.

## Don't wait for the emergency

Nobody runs a fire drill because they expect a fire tomorrow. They do it because an emergency is the worst time to discover the plan doesn't work.

Backup and recovery deserve the same preparation. If you haven't tested recovery, you're relying on assumptions. A controlled recovery test will tell you whether your plan is ready before you depend on it.

## CLIENT UPDATE

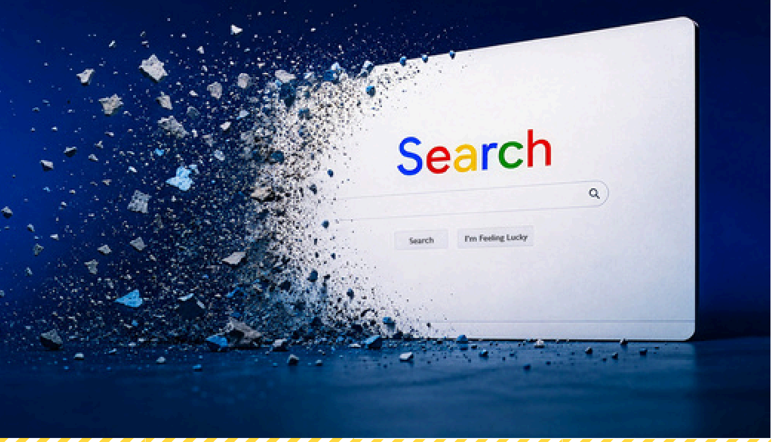
Your Employee Secure Score shows your cybersecurity strength at a glance. If it dropped, new Annual Training courses just released – complete them (plus any Micro Trainings) to bring it back up.

New role-specific courses are live too – like Cybersecurity for HR Professionals – tailored to Sales, Marketing, Finance, Management, and IT.

Not a Diamond client? Here's your reminder: if you're not training staff on cybersecurity at minimum, you're leaving the door open. Diamond is happy to help – call 609-642-9300.

# THE SEARCH ENGINE CHANGED.

## Did Your Marketing?




Think about the last time you needed a quick recommendation.

Maybe your AC stopped working or maybe your kid needed a dentist. A few years ago, you probably would've Googled it, skimmed a few websites, compared reviews and maybe asked someone nearby for a second opinion. Now, more people are skipping that whole process.

They're asking AI tools the same way they'd ask a trusted friend. "Who should I call?" "Which one is reliable?" "Who won't overcharge me?" "What's the best option near me?"

When the answer comes back, many of them don't keep searching. They call the name they were given.

That's the shift small business owners need to understand. Search isn't just about showing up on Google anymore. It's about showing up in the AI-generated answer.

For years, a solid website and a strong Google Business Profile did the heavy lifting. A customer searched "plumber near me" or "bakery near me," got a page of blue links and started comparing. Your job was to climb to the top of that list and stay there. From there, your site carried the visitor toward a call or a booking.

That faucet is shutting off, without so much as a warning.

Consider the numbers. Most B2B buyers already turn to AI tools before they call a vendor. On the consumer side, most Google searches now end without a single click, meaning the AI tool answers the question and the search is over before anyone lands on a website.

AI doesn't always recommend businesses in the same order Google ranks them.

Businesses that never crack page one are getting named by AI tools anyway, while page-one veterans get skipped. Even worse, most people don't double-check what the AI tells them. They just go with it.

That means when a user asks which plumber, dentist or accountant to use, the AI is making the call almost by itself, without ever seeing your reviews, your storefront or your years of good work. If your name doesn't come up, you're invisible, wondering why the phone stopped ringing.

The businesses that win this shift will do it the old way. They'll become so clearly credible that both the algorithm and the human on the other end have no real choice but to point their way.

That kind of credibility comes from good service, strong results and proof people can actually verify.

### What that looks like in practice

First, ask a friend to open their own ChatGPT and ask for the best business in your category near them. See if your name shows up. If it doesn't, treat that as a wake-up call.

Second, take stock of your real proof: case studies with numbers, reviews with full names attached, press mentions, awards, anything specific and verifiable. If that list is short, you have a credibility gap, not a marketing gap.

Third, pick one piece of proof and build it out this month. A short book of customer stories, a real review push or a well-written piece in your own voice. Publish it now. Fourth, lean into strategies that build trust in person: partnerships, local events, direct mail followed by a phone call, referral programs. These still move faster than anything online.

The old rules of search are gone. The only question left is whether the machine finds you or hands your next customer to the business down the street with a fraction of your experience and a better AI footprint.

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