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## **BACKING UP YOUR DATA? GOOD. NOW HERE'S WHY YOU SHOULD SYNCHRONIZE INSTEAD**

**FAIRFAX, VA — (August 3<sup>rd</sup>, 2008)** — It's as basic as computing itself. A mantra recited over and over by well-meaning experts, as well as those victims of data loss who never want to deal with the nightmare again:

“Back up your data—or suffer the consequences.”

So why would anyone ever look at doing anything different? Why would anyone turn their back on backups? Because for many people—perhaps most—there's an alternative that actually increases productivity, takes less time, and addresses the way individuals typically work with files on multiple PCs and storage devices.

“There's nothing wrong *per se* with backing up data. It's just that it doesn't often match real world needs,” said Bill Carey, vice president of marketing for Siber Systems, an award-winning provider of PC productivity software. “It's becoming clear that synchronization is a much simpler, much smarter way for individuals to protect and access their information.”

### **Faster, More Flexible**

Synchronization is the modern way to keep up with rapidly changing files. Add, change or delete a file from one location—and synchronization will automatically add, change or delete that same file at the other locations, no matter how many or what kind of device or service is involved.

Here's why synchronization often trumps backups:

1. **Backups are a one-way process, while synchronization is a multi-way process.** Backups are great if you always work on files in one location and save to a simple backup drive or online backup service. With “syncing,” however, you can update files in any location and those updated files are synchronized to all other locations.
2. **Synchronization keeps numerous sources current.** Two, three, four or more PCs, laptops or even portable USB drives can be easily updated via synchronization. This gives users greater flexibility to work from multiple locations.
3. **Synchronization is generally faster.** Because only the changed files are updated, synchronization takes less time than wholesale backups of directories or drives.
4. **The latest version of files is always available.** No matter where you're working from, you'll always have the most up-to-date version of your data.

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5. **Synchronization automatically detects file loss.** Many backup programs require you to restore lost files when you lose them. Through the syncing process, lost files are automatically made accessible again.

### All-in-One Solution

Siber Systems' GoodSync, winner of top awards and accolades from PC World, Computer Shopper, Geek.com, Network World and other respected industry publications, is suited for both backup and synchronization. Its state-of-the-art algorithm can sync up to a million files at once—and with File Transfer Protocol (FTP) and WebDAV support, GoodSync can easily handle music, photos, graphic art files and other large documents.

“We saw a need in the market and we wanted to build a product that catered to all users' needs,” stated Carey. “Whether it's simple backup or more sophisticated [file synchronization](#), GoodSync is a robust, yet easy-to-use solution.”

GoodSync not only synchronizes a user's entire data store, but also analyzes, filters and displays results of syncing operations, providing confidence that duplicates are avoided and only needed files are synced. Real-time action monitoring, an easy-to-understand tree-based interface, and automatic settings simplify GoodSync's operation, adding to the user's peace of mind.

Siber Systems' GoodSync data backup and synchronization utility is FREE for personal use; a professional version of the product can be purchased for \$29.95 (USD), with Enterprise and OEM pricing available. GoodSync is available for download at [www.goodsync.com](http://www.goodsync.com).

### About Siber Systems:

*Founded in 1995, Siber Systems creates and markets a wide range of software to both professional programmers and the general public. The company's three best-known products are RoboForm, RoboForm2Go, and GoodSync. RoboForm, a unique [password manager](#) and identity organizer for PCs and mobile devices, has over two million active users worldwide and is available in both consumer and enterprise versions. RoboForm2Go is a portable version of RoboForm that runs directly from USB flash drives combining convenient and secure password management with complete portability. GoodSync is a powerful, yet easy-to-use [file backup and synchronization](#) software. The firm also licenses various data parsing, compilation, and transformation products to major technology companies. Headquartered in Fairfax, Virginia, Siber Systems is privately held.*

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