



ONLINE BACKUP STATS, FIGURES AND BENEFITS

A recent study conducted by Storage Magazine revealed that only 37% of businesses actually test their internal tape backups regularly, and of those that did, an alarming 77% found they were unable to fully recover data by using the tape backup methods.

In contrast to the Storage Magazine study, 83% of the businesses recently surveyed by the Enterprise Strategy Group indicated that 85-100% of their recoveries are successful using Online Backup.

Online, automatic and scheduled backup promotes faster, timelier recovery with less data loss.

In a survey of 12,500 legal and financial professionals in the UK in October 2005:

- 59% had laptops but only 6% backed up the data on their laptop.
- Over 50% delayed backing up critical data for a week or more.
- Only 20% actually checked to see if stored data could actually be recovered.
- 37% were affected by Viruses in the last 12 months.
- 28% had experienced hard drive failure in the last twelve months.

Of those that had backups - when asked to do a test restore for the survey a whopping 48% of the backups would not have saved their critical data in a real life scenario.

- 60% of companies that lose their data will shut down within 6 months of the disaster.
- 31% of PC users have lost all of their files due to events beyond their control.
- 6% of all PCs will suffer an episode of data loss in any given year.

Stats about business backup practices:

- 40% of Small and Medium Sized Businesses don't back up their data at all
- 60% of all data is held on PC Desktops and laptops
- 40 - 50% of all backups are not fully recoverable and up to 60% of all backups fail in general

Human error is one of the largest contributing factors in data loss. Consider the frequent scenario; an employee accidentally deletes an important file from the server. The table below compares the Tape recovery process to Online Backup recovery.

Tape Recovery Steps	Online Recovery Steps
Declare emergency, ask tape storage provider for rush delivery of media	Access management console
Deliver media	Find file/directory and click restore
Mount and load media	Data accessed
Locate data on sequential-access media	
Data accessed	
Tapes rewound and unloaded	
Repeat process if more tapes are required for restore	
Total downtime: 2 hours	Total downtime: 5 minutes



Chart below illustrates the differences between online backup and traditional tape or disc backup.

Feature	Benefit to you	Online	Tape
Automated Backup	Complete and accurate backups of all data and system files is performed on a scheduled basis without user intervention	Yes	No
Remote Storage	Ensures that all files are securely stored away from clients physical location in the event of fire, theft, flood etc.	Yes	No
Multiple Retention Periods	Allows the computer system files to be rolled back to a point in time when the system was known to be working correctly	Yes	No
Security	All backup files are securely encrypted at your computer before transmission and stored in that format to ensure the confidentiality of your data	Yes	No
Easy and fast File Recovery	All files are readily available online for quick and easy retrieval 24/7 using either desktop software or a web-based interface	Yes	No
Cost Effective	No hardware to buy, upgrade and repair and no consumable media to worry about. In addition, the automated backups free up your time to focus on your business, rather than your data backup	Yes	No