

Are you protected from data loss?

Safeguard your most valuable asset

Whether you are a home office user or a small business owner protecting all vital company information and data is crucial. There are many different methods that you can use to back up the data in your business/home office. The primary difference between these methods is the device and medium that is used to store the backup. Different media have different characteristics, such as capacity, speed, ease-of-use and reliability. Companies and individuals can lose files by accidentally deleting them or through hardware failure or file corruption. To protect files and data, businesses need to have a backup plan in place. Ideally a copy of data from a particular day is stored in a different location to the original file available for restore at any time.

Developing a system to back up files is one of the most important things for companies to do to make sure that critical business information is always available to them and is never lost. The price of losing data cannot be compared to putting a backup plan in place for your business today. The importance is the same from home office users to multinational organisations.

It is extremely important for SME's to start thinking about their data and how best to ensure it is safe from harm's way. Owner/Managers need to get tangible business benefits from their backup solution such as the assurance that files will never be lost and that restore times are kept to a minimum. There is nothing more detrimental to a reputation of a business then sensitive customer information being lost through file corruption or human error.

Technology advancements and the era of online backup solution providers have meant that there is now an option for companies to outsource their backup solution to a dedicated backup provider. This is an extremely cost effective way of making sure that all your files and data is transferred offsite through your internet connection and stored in multiple datacenters. This means that you, as a business owner, will never lose a file again and the burden of manual backup is taken away from staff members.

Many companies never bounce back from irreplaceable data loss. Don't fall victim to data corruption. Insure your data today by choosing a backup solution that works for you and your business.

Ways to store backups

Traditional methods of backing up files are used in many scenarios from hard disks, other removable disks, CD's, USB sticks and manual tapes. In recent times the method of choice for many companies is online backup as it gives clear business benefits and secures your companies most valuable asset 24/7 through the latest technology and software solution.

Online backup is the process by which your data is stored on a secure server in a remote location – a datacentre. Companies, both large and small are realizing the significant cost of ownership associated with this form of backup and also the peace of mind it gives them, knowing their data is safe. The number one cause of data loss is human error and this is completely eradicated by online backup as the process is fully managed and fully monitored by your service provider.

Other backup methods, although functional, leave companies open to file corruption and data loss. In today's environment the amount of data in a company is on the increase – all sensitive information. This should be treated with care and the backup plan that a company puts in place is crucial to the long term success of businesses.

From a hard disk point of view you can install a second internal hard disk in your computer and use it to back up files. This is a relatively inexpensive option. Be aware as backed up data is not encrypted and therefore accessible to anyone who lays their hands on it. The hard drive is often removed by a staff member leaving companies vulnerable to data theft or internal sabotage. External hard disks relates to a USB stick allowing you to back up your files. Unfortunately space is limited, and you are still required to keep your USB safe in a fireproof location away from your computer making your backup a viable exercise.

When using CD's or DVD's companies need to make sure that the discs are writeable. More than likely you will need multiple disks to complete the task of backing up as they have a limited storage capacity. Be prepared with a lot of CD's. From a management point of view this method is extremely time consuming as you will have to change the CD's at intervals and keep track of what files are on what CD's. Labeling each individual CD is also a necessity as you will need to be able to find the correct CD in the event of a restore.

Always keep your chosen media in a safe place away from harm and also away from your computer!

Pitfalls

When researching your data backup options you need to be aware of the pitfalls you are exposed to. From a manual backup point of view the process is extremely time-consuming on staff from the backup to dreaded restores. Many users of tape backup find that restoring data from tape can often be unsuccessful and very unsettling. Unless the backup is tested it's very hard to tell if it's actually working.

The storage of manual backups is not stored in a safe, offsite environment, leaving the data accessible to anyone. Data is often unencrypted which means you are exposing your data unnecessarily.

There are also hidden costs with tape backup as tape collection companies charge for monthly collections on top of the software and hardware costs. Finally relying on staff to conduct backups gives no peace of mind and leaves the backup strategy completely exposed to human error and file corruption.

Many traditional methods such as tape backup are relying on human intervention to manually process the tape backup and take it offsite to store in a safe location. This works perfectly until the designated person is on annual leave or a virus hits, leaving a particular day or even week with no files being backed up. Too often companies fall victim to data loss that is irreplaceable. Retrieving data from most tape backup can also take much longer than online backup, leaving a company with unnecessary downtime.

Making sure your chosen medium is kept in a safe place away from harm is many times a forgotten task, until the dreaded day arrives that you are looking for a particular tape to restore lost data.

On a more positive note there are ways of making sure your data is safe and can be fully restored with the click of a button – online backup.

How online backup works?

keepITsafe's online backup is a unique online service that allows you to back up and instantly restore all data and files held on your system. It continuously backs up your data via the internet and stores it securely off-site in multiple data centres. This gives your data the VIP treatment it deserves and is also available for recovery 24/7.

Once the online backup solution is set up data is automatically compressed, encrypted and securely transferred to keepITsafe's primary data centre in Dublin. keepITsafe only transmits the data that has changed since the prior backup. This means backups are lightning fast.

On a daily basis company data automatically synchronizes with the keepITsafe data centre and is also continuously mirrored to a secondary data centre. This process gives companies the assurance that all their data is stored safely. Another additional benefit is the fact that deleted or old versions of files are still being stored by keepITsafe – known as retention policy. The period is set by you.

Automation – the way forward

Automating the process of backing up your data on a daily basis is the most critical step you can take to prevent data loss. Human-dependent methods like writing your data to a CD or DVD can be forgotten or neglected and is not a good option in making sure your data is secure from viruses or corruption. Automating the backup process allows your data to be managed, monitored and secured in a safe environment by the experts.