



Is tape backup on the way out or here to stay?

keepITsafe, Ireland's largest online backup provider, announced today that over 80% of their client base have completely eradicated tape backup as a method of safe guarding their data. This revelation is twofold – businesses both small and large are becoming more aware of the pitfalls of manual tape backup and a larger number of online backup providers are offering an affordable alternative with greater benefits.

Tape backup, the solution used historically by most companies, is an increasingly archaic technology. Tape backup has much inefficiency and multiple points of failure that could have a negative impact on the future health and well being of a business. Any solution that requires human intervention will lead to error. There are too many odds stacked against tape backup as a viable backup solution. A seemingly inexpensive solution can have high personnel costs and maintenance fees along with increased restore times.

With storage capacities growing by leaps and bounds the need for a storage facility that can cope with an increase in data has become more of a necessity. Tapes have been the mainstay of most organisations for years. However, conventional wisdom about backups and tapes is changing. Although tapes still prove useful for archiving and offsite storage, other means of backup are on the increase.

The advent of online backup as a means of safe guarding data has meant that the end user can sleep at night knowing that their critical company information is stored over the Internet to multiple data centres. The data is easily restored at the click of a button.

“Many of our IT partners a year ago gave their customers a choice of tape backup and online backup. There has been a radical change in this as costs are being cut and staff numbers reduced. The reliance on a staff member to conduct manual backup is completely eradicated with online backup and companies are recognising the clear business benefits in rolling out online backup as their first and only option”. stated Darragh Canavan, Business Development Manager, keepITsafe.

In the last year alone keepITsafe have seen a significant increase in new business generated from companies who have suffered data loss while using tape backup. The majority of instances occurred due to staff members forgetting to backup or tapes being reused on rotation. This increase marks a turning point for online backup as a cost effective tangible solution for small businesses to global multinationals.

About keepITsafe

Founded in 2003, keepITsafe believes that business owners should not have to think or worry about backup. The company has provided a reliable, secure and affordable online backup solution to over 1000 clients and 100 partners to date. The success of the company is built on their knowledge of backup systems and knowing how to reduce the risk of backup disasters. keepITsafe realizes that the key to any business success is company information and protecting critical data. www.keepitsafe.ie