

DATA BACKUP VS

DATA PROTECTION MADE EASY

The State of Data Protection (by the Numbers)

96%

of businesses don't back up their workstations.

140K

hard drive crashes happen weekly in the US.

20%

20% of SMEs lose data because of a major disaster every five years.

Data loss includes, but is not limited to:

- Accidental deletion
- Malware attacks
- ransomware attacks
- Loss of access
- Data theft
- Sabotage

60%

of businesses going through a data loss incident will shut down within six months.

93%

of entities that lose their data center for 10+ days file for bankruptcy within one year of the incident.

93%

of organizations that suffer a major data disaster and don't have a recovery plan will go out of business within one year.

50%

of businesses don't have enough budget to recover from data loss incidents.

75%

of small businesses lack a disaster recovery plan.

DATA BACKUP VS. DATA ARCHIVING

WHAT'S THE DIFFERENCE?

DATA BACKUP

- ✓ A short-term insurance policy to facilitate quick recovery of files.
- ✓ Protection for data and records that may be lost or stolen due to an unexpected data loss.
- ✓ Often utilizes a "set and forget" functionality.
- ✓ Typically allows users to select a date and time and restores a copy of any data or groups of data from that specific point.
- ✓ Best examples utilize cloud-based servers, which are generally faster, cheaper, and more scalable than traditional methods (on-prem or external devices).

DATA ARCHIVING

- ✓ Designed to provide ongoing, rapid access to decades of business information (files, attachments, emails, calendars, and tasks).
- ✓ Required by law for companies in various regulated industries such as:
 - Financial services
 - Healthcare
 - Legal services
 - Oil and Gas services
 - Government and Public
 - Administration
- ✓ Specializes in ensuring data archived is tamper-proof, searchable, and retrievable in the event of an audit, HR inquiry, or lawsuit.
- ✓ Often includes the following additional features:
 - Envelope journaling
 - Advanced search capabilities
 - Legal hold
 - eDiscovery
 - Audit trail
 - Customizable retention periods
 - Flexible retention rates.
 - Review process



THE 5 STEPS OF DATA BACKUP / DATA ARCHIVING

STEP 02

Files, emails, records, and other employee data are pulled from servers.

STEP 04

Files are copied and stored in a secure and designated cloud server.

STEP 03

Each file is encrypted with a unique key.

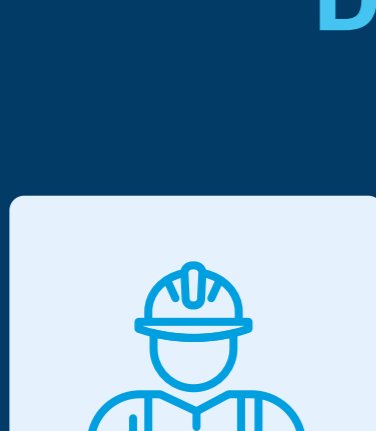
STEP 01

License a preferred backup/archiving solution.

STEP 05

Backed up and stored files may now be searched/viewed through the solution's dashboard.

TOP 11 VERTICALS THAT BENEFIT FROM DATA BACKUP AND ARCHIVING



Construction



Financial Services



Government / Public Administration



Healthcare and Life Sciences



Insurance



Legal Services



Manufacturing



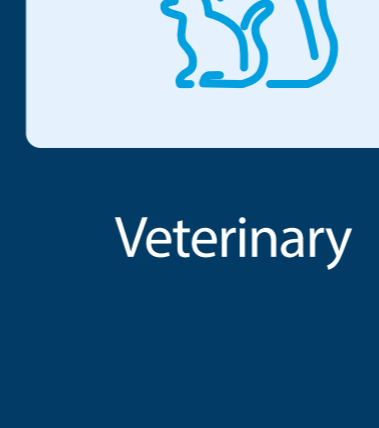
Oil & Gas



Education



Real Estate



Veterinary

MOST SOUGHT-AFTER FEATURES OF DATA BACKUP AND ARCHIVING SOLUTIONS



File Attachment Manager



Multiple Email Systems Supported



Military-Grade Security



Compliance Tagging



Compliance Roles



Delegated access



Cross-platform Support



Legal Hold



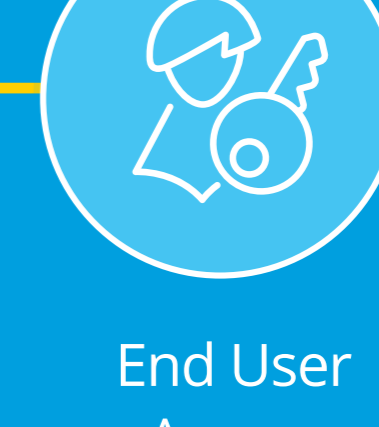
Search and Alert Features



Admin Control Panel



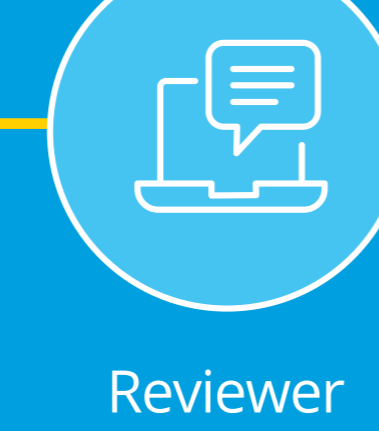
Multiple Users



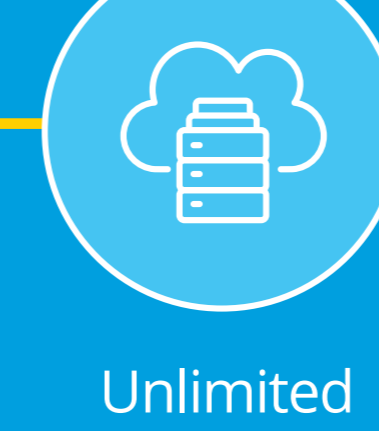
End User Access



Flexible Retention



Reviewer Portal



Unlimited Storage



Fully Compliant



Auto-Archiving



Folder Management



Download & Restore



Customer Support

DID YOU KNOW?

The average cost of disaster recovery software starts from **\$10 per month**.¹

VS

The highest average data breach costs total a whopping **\$5.52M**.²

VS

Automation and cloud modernization reduced data recovery costs by as much as **\$3.81M** and lessened recovery time by **77 days**.²

¹ <https://www.trustradius.com/disaster-recovery>

² <https://www.ibm.com/reports/data-breach>

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