

# DATA BACKUP VS ARCHIVING

## 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 03

Each file is encrypted with a unique key.

### STEP 04

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

### 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



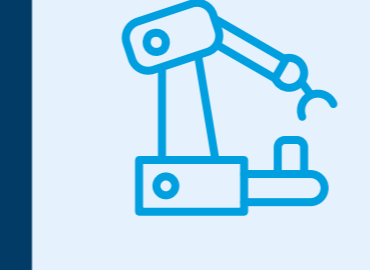
Healthcare and Life Sciences



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



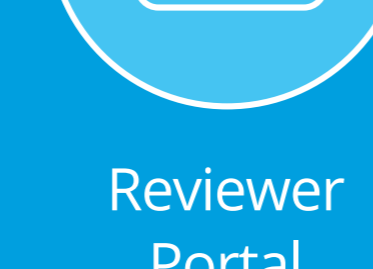
Multiple Users



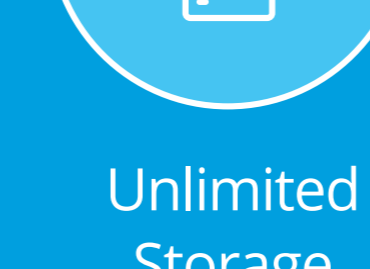
End User Access



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.<sup>1</sup>

VS

The highest average data breach costs total a whopping \$5.52M.<sup>2</sup>

VS

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

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

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

## Data Protection Made Easy with **Dropsuite**

Dropsuite's Data Backup and Archiving Solutions provide market-leading, cloud-based backup and archiving that enables businesses to:

- ✔ Effortlessly backup data from platforms like Microsoft 365, Google Workspace, Hosted Exchange, IMAP/POP, and your websites.
- ✔ Quickly recover data through 1-Click Data Restore.
- ✔ Adhere to compliance regulations with archiving, eDiscovery, and GDPR Responder.
- ✔ Better understand your business with Insights Business Intelligence.

Dropsuite simplifies data protection so you can focus on delivering what your business does best, providing value and growth. Ensure not only business compliance but business continuity as well.

Safeguard your critical business data through an easy-to-use suite of SaaS backup and archiving solutions with military-grade encryption, SOC 1, SOC 2, and SOC 3 compliance, and top-quality service.

Find out how you can reap the benefits of data protection made easy.

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