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Why online backup. A one pager for dummies.

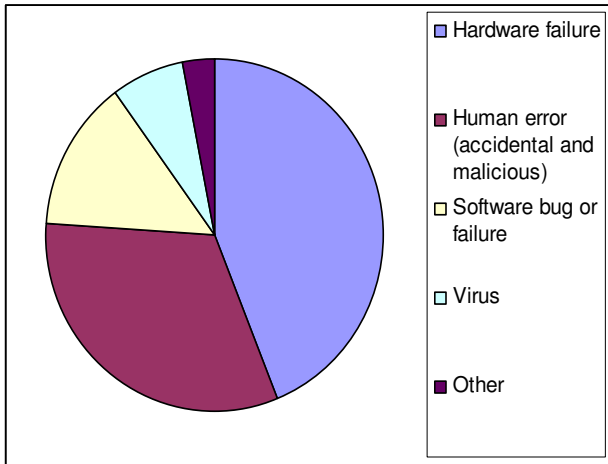


Chart 1: Causes of data loss – source Trend micro Jan 06

Type	Capacity	Notes
ZIP Drives	100Mb to 250Mb	Very low volume.
CR-R/-RW	650Mb to 700Mb	Use for copy archive. Not sole backup
DVD-R/+R/-RW/+RW	4.7Gb	High volume for perishable media.
Tape Drives	8Gb to 100Gb	Expensive, complicated. Requires significant admin.
Online Backup	1Gb to unlimited Gb	Broadband required

Index 1: Media / method capacity and notes.

Would you keep your spare hall door key with your everyday set? Probably not. Should you? Definitely not.

Why then would you keep your data backup in the same building as your computers? This behaviour pattern leaves you open to total and irrecoverable data loss in any of the following circumstances: Fire, flood, break-in (Theft), break-in (Vandalism), civil unrest and natural disaster.

Let's assume you aren't expecting any of the above anytime soon. Nobody does and everybody should be prepared but we will humour you for the moment. Given that you know yourself to be invincible to fire, flood, theft, vandalism, civil unrest and natural disaster. Are there any other reasons to keep data offsite?

If your only backup is your onsite version, you are not alone trusting (here we are talking about total trust) the safety of your office location and security but also the reliability and condition of your hardware and media. This is something you can be fortunate with for a period of time but that time period is limited. The stark reality is that all backup media will in time, fail. Yes you read correctly, all backup media will fail.

If all backup media will fail, what is so special about offsite backup?

At the very least, offsite backup is a second copy. If you choose a specialist company you should expect much more. After all, you could just do a second manual backup yourself and take the data with you each day. However, the data leaving your office in your briefcase poses a substantial risk. Online backup uses bank level encryption to protect it.

Specialist online backup companies will provide version management and multiple data copies. This dramatically reduces risk and expected downtime. Reputable online backup companies will also provide you with a data receipt every time your backup completes. This generally takes the form of an automated email providing essential detail and an attachment listing all files backed up or otherwise.

In essence, we are not just talking about off site. We are talking about secure offsite, automation, transfer receipt and immediate availability for restore. Partnering with an online backup company allows you to avail of a system which may not be a financial viability to acquire and manage on your own.

If you found this article helpful you may be interested in other white papers from the same source.

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