

UPS



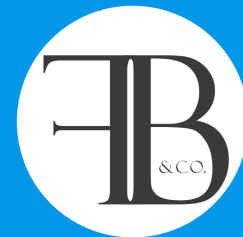
BACK

DONE RIGHT!

BEST PRACTICES & PRINCIPLES FOR
SMALL & MED-SIZED BUSINESSES



Presented by:



FBROTHERS & COMPANY, INC.
Moving you forward with technology

QUICK POLL

What is the recommended procedure for backing-up critical data?

- ① Simply copy the data to an external USB drive, jump drive, or storage device.
- ② Use 3rd Party software to create a snapshot of the data within a compressed and encrypted format.
- ③ Save the data to a private folder on the local hard drive.
- ④ All of the above



BACKUPS ARE IMPORTANT!

According to the 2014 Carbonite Report on the State of Data Backups for SMBs,

62% of small businesses (with 100 or less employees) reported a disruption to their company due to data loss.

33% of those said that their profits took a hit as a result.

Source: go.carbonite.com/StateofDataBackupforSMBs



WHAT ARE BACKUPS

A snapshot of files and/or folders that are saved in an encrypted and compressed format.



BACKUP TERMINOLOGIES

- Full Backup: includes the complete backup of ALL data on the entire hard drive or targeted data folders on the drive.
- Incremental Backup: includes the backup of files that have been added or modified since the last backup.
- Differential Backup: includes the backup of files that have been added since the last full backup.



FULL BACKUP



DATA



UNUSED SPACE

MON



INCREMENTAL BACKUP



MON



TUES



WED



DATA

UNUSED SPACE



DIFFERENTIAL BACKUP



MON



TUES



WED



DATA

UNUSED SPACE



CHOOSING THE RIGHT BACKUP SOLUTION

Key considerations

1. Are there any regulatory guidelines within my industry that I must comply with (HIPAA, Sarbanes-Oxley, etc.)?
2. How many MBs of critical business data do I have? Can some data be archived?
3. What's my Recovery Time Objective (RTO) and Recovery Point Objective (RPO)?



CLOUD BACKUP SOLUTIONS

Pros

- Set-it-and-forget-it workflow
- Easy to schedule backups and restore files
- Intelligence built-in
- Private key encryption available

Cons

- Pay per MB
- Backup and restore time vary based on Internet connection
- Lose key, Lose data

Examples: MozyPro & Carbonite



LOCAL BACKUP SOLUTIONS

Pros

- Flexible target location (ftp, AWS, external drive, DVD, etc.)
- Onetime license fee
- Granular controls (backup frequency, targets, notifications, etc.)
- Private key encryption available
- Disaster Recovery/ Bare-metal backup

Cons

- Backup process can potentially slow down computer
- Difficult to setup
- Off-site target not available out the box

Examples: GenieBackup, Acronis Backup, Symantec Backup



THANK YOU!

DEMO TIME!

