



## Why is online backup replacing tape?

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WHITEPAPER

*“By 2008, the majority of data restores will occur from disk, not from tape.”*

Gartner Group



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As there are many shortcomings of tape backup used for corporate data protection, it is increasingly apparent that businesses require new solutions that bring new levels of security, automation, recovery and scalability. Industry analysts have long noted that tape backups fail to fully restore data as much as 50% of the time, a level of risk which is totally avoidable.

Companies cannot afford to lose data such as customer orders, client records, invoices information, project details and so on. All business data is critical and cannot be placed in jeopardy, and many organisations are embracing sophisticated new approaches to data protection such as online technology that addresses the challenges posed by tape backup solutions.

The following paper explores main reasons to protect business-critical data with online backup and recovery:

- I. Continuous Data Protection (CDP)
- II. Automatic offsite electronic vaulting
- III. Recovery where you want it
- IV. Security of all your sensitive data
- V. Complete solution
- VI. Immediate restores
- VII. New and impending regulations
- VIII. Free up IT time
- IX. Competitive advantage
- X. Tape just doesn't work



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### Reason I:

#### **Continuous Data Protection (CDP)**

If an unfortunate event such as flooding or fire strikes your building late afternoon for instance, you need to ensure that any critical data of that day is protected. This is where tape-based backup measures often fail. This is because tape backups are typically performed overnight, creating a window of vulnerability of up to 24 hours.

Recent studies have found that only 37% of businesses actually test their backups regularly, and of those that did, 77% were unable to fully recover data from those tapes, meaning that the data they got back was many days or even weeks old. Through CDP technology, online backup and recovery solutions solve this problem by automatically transmitting changes across the Internet to a secure, off-site facility. In the event of a disaster, data can be restored from moments before the interruption, rather than from the previous evening.

### Reason II:

#### **Automated Off-Site Backup**

Even if you are extremely careful about backing up your data, that is only half of the process. To truly protect that data, you must also get it off-site. Too many businesses store backup tapes on-site, exposing it to risks such as fire, flood or theft.

Some businesses task an employee with taking the tapes home; however this still leaves the data vulnerable to loss, theft, and temperature damage. Even if businesses hire a professional tape-handling service to courier and store tapes on a daily or weekly basis, there is always a period of time when the data is unprotected and susceptible to loss or damage. The time and money spent re-creating lost data can be costly not only in terms of lost productivity, but in terms of lost revenue and customer confidence.



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Online backup uses the Internet connection to automatically transfer data off-site. Data is immediately off-premises just minutes after it is been transferred. No matter what type of disaster strikes a business, data can be restored from moments before the event occurred.

### **Reason III:**

#### **Simple Recovery Process**

If you experience a site disaster and need to immediately get your data to a different location, tape-based backup presents time-consuming processes. With tape-based backup you must retrieve your tapes from your off-site location, configure a new server and restore the information. That can take hours, even days. With online backup all you have to do is log on to a Web interface, click on the files you want to restore and specify the location. The restore process begins automatically.

### **Reason IV:**

#### **Totally Secure**

Your corporate server manages massive amounts of sensitive data – customer records, employee records, intellectual property, and much more. This type of information is never to be exposed to third parties. Yet, many businesses leave their data vulnerable to competitors, thieves, hackers or just open to human error by failing to properly secure it through encryption. Recent surveys indicate that only 7% of companies encrypt their data. Tapes can get lost or stolen and if that data is not encrypted anyone can have access to your most vital asset.

With online backup your data is stored at a secure, off-site location. Professional online backup and recovery service providers make sure that all of your data is encrypted before it is transmitted over the Internet and is kept encrypted in the off-site location, where only authorised users with the correct keys can access it.



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### Reason V:

#### The Complete Solution

Data protection is a multi-stepped workflow of connected processes that extends far beyond simple on-site backup. It encompasses continuous backup, on-site storage, archiving and recovery. If your data protection solution does not address the complete data protection lifecycle, your company is at risk of exposure. With their complex, time-consuming, error-prone processes, tape-based solutions cannot address the entire data-protection workflow.

By contrast, online data protection delivers a complete solution by providing:

- Fast data backup
- Automated, immediate and secure transmission offsite
- Immediate recovery
- Long term archive

### Reason VI:

#### Immediate Recovery

Many businesses run in real time, therefore rely on continuous access to their electronic data - anything from customer files and e-mails, to CRM. When disaster strikes, wait hours or days to data restores is not an option. But that is precisely what happens with tape-based backup solutions that require you to physically transport backup tapes off-site. When the company server crashes, you must first retrieve the tapes from the off-site location, find the right tapes, search for the required files on the tapes, and compile the full and incremental backups to do a complete restoration. These time-consuming tasks can result in hours of lost productivity.



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Since online backup services immediately get data off-site by backing it up to disk over the Internet, you have not only the security of data safely residing off-premises, but also can restore that data effortlessly. Instead of waiting hours, Internet-based restores enable you to recover data in minutes. For companies that have on-site disk-cache appliances, restores can take place even faster.

### **Reason VII:**

#### **Compliance & Regulations**

Most industries are adopting their own regulations governing off-site data protection and retention periods. In healthcare, for instance, HIPAA requires patient information confidentiality, but if an office assistant puts the backup tape containing the confidential information in his/her car and decides to stop at the shops on the way home, the patient's confidential information is exposed to theft or damage. Similarly, certain financial records must be retained for many years, but if you cannot recover those records, you are personally liable.

Online backup enables you to automatically get your data off-site to a secure facility – a compliant requirement for many industries. As privacy and records retention regulations take effect, online backup offers a level of protection that tape can never achieve because the data is always secured — in transmission, storage, and recovery.

### **Reason VIII:**

#### **Better Time Management**

The unpleasant reality is that backup and recovery are time-consuming, boring chores. While IT professionals know they must protect their data, they also have other pressing projects to tender to. Instead of tying up an hour of an IT professional's time each evening to attempt backup, and still more time in the morning reviewing logs and troubleshooting, online backup works automatically, using your existing bandwidth.



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The hours your IT team saves on backup and recovery tasks could be better spent on more strategic initiatives that will add greater value to your organisation. Set it up once and online backup lets IT professionals focus on projects that have a direct effect on competitive advantage, productivity and profitability. Online backup also means that you can standardise the backup process across multiple office locations without making anyone responsible for it at each remote site.

### **Reason IX:**

#### **Competitive Advantage**

Access to all the data all the time is a necessity to competing, proactive and successful businesses. Online backup and recovery gives you a competitive edge by fully protecting your data and enabling you to immediately recover it when disaster strikes. More importantly, you achieve a significant competitive advantage by freeing up valuable IT resources for other projects.

### **Reason X:**

#### **Tape Just Does Not Work**

If your business suffers a server crash and you need to restore your data, how successful will you be? Every day, businesses using tape-based backup are being exposed to data loss. Online backup eliminates the issues inherent in tape-based solutions by automating the backup process, replacing tapes with more reliable disk media, and using Internet connection to securely move backed up data to a secure, remote off-site location.