

DATA BACK-UPS

WHAT ARE BACK UPS - AND WHY THEY ARE NEEDED

Having a backup strategy can help you and your company to avoid massive problems that come with the loss of important data.

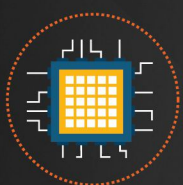
SO, WHAT IS DATA BACK-UP?

A data back-up is the result of copying or archiving files and folders for the purpose of being able to restore them in case of data loss.

AND HOW DOES IT WORK?

It is the act of copying data into an archive file of computer data that is already in secondary storage.

WHY IS BACKING UP YOUR DATA SO IMPORTANT?



Data Loss Prevention



Tax Reporting & Audits



Client Relationship

DATA BACK-UP TECHNIQUES



Backup Tapes



External Hard Drives



Cloud Based Storage

BE AWARE!

Different ways for your data to get compromised

- Mechanical malfunctions
- Physical damage
- Device theft
- Accidental deletion
- Hacking
- Malware/Viruses
- Power Failure
- Natural Disasters

Information that can be lost when you fail to back-up your data

- Customer's information
- Employee records
- Legal documents
- Contracts and partner information
- Accounting information

How data loss can affect the company's operations

- Lost productivity and effectiveness
- Lost respect/reputation
- Lost customer service/support
- Lost partnerships
- Risk of law suits
- Could lead to fines and penalties