



## 7 Criteria an Effective Backup Must Meet

Backups are an important part of data protection, but all backup methods are ***not*** created equal. To be effective, backups must be: comprehensive, automatic, off-site, redundant, secure, verifiable, and easily restorable. Let's take a look at each of these requirements...

***Comprehensive***—Backing up key files is good; but backing up all necessary files is much more beneficial when the time comes when those files are needed. Limited or intermittent backups may be only slightly better than no backups at all when the time comes they are called upon to reconstruct the data foundation of your business.

***Automatic***—Despite our best intentions to remember to back up our files onto an external drive or remote server of some type, we get busy and forget. That's a simple fact. Backups need to be an automatic function of an effective technology strategy. People do many things very well. Remembering to make backups is not one of those things.

***Off-site***—Backups made and kept on-site can be a lifesaver when it comes to recovering from a failed hard drive, but what about theft, fire, or other events that affect everything on-site? A backup that is not off-site is a partial backup at best.

***Redundant***—As good as an off-site backup is, the same things that can happen at your place of business (theft, fire, earthquake, flood, etc.) can happen at a remote backup location as well. Proper data backups are automatically mirrored in multiple off-site locations to protect against disasters at any given data storage location.

***Secure***—Where is your highly valuable data being stored? Do you know? What is the encryption level? Who has access to it? What level of security can you expect? These are important questions to which you'll want to know the answers before trusting your data to an outside storage provider.

***Verifiable***—Perhaps you've heard the horror stories... Mr. Business Owner was a 100%-er when it comes to making data backups. It happened every day, without fail. Then the day came when his vigilance paid off. The company lost its data (through equipment failure, fire, theft...it doesn't matter how it happened). Mr. Business Owner was so pleased he had his backups. They purchased new equipment and proceeded to restore the data. That's when they realized they had never verified their backups, and some of the data were corrupt and could not be restored. If a backup cannot be verified as restorable, it isn't a viable backup.

***Easily Restorable***—Even properly backed up data isn't as valuable as it could otherwise be if the restoration process following a catastrophic event is too time-consuming or confusing. Data restoration doesn't have to be difficult, but many backup technologies today still use outdated methods that make restoration an additional headache as a follow-up act to the pain of the initial data loss.

If you're not sure if your current backup methods are fully protecting your company's valuable data, **let's talk**. We can help you quickly assess your needs, review your current backup system, and make any suggestions needed to fully protect this key component of your company. Data loss can be catastrophic. Don't gamble. **Email us today at [LetsTalk@sanityworx.com](mailto:LetsTalk@sanityworx.com) or call us at 385.312.9030** and let's make sure you're properly protected.