



## **White Paper: Data Backup**

By: Doug Zbikowski

---

**Ensure Data Security with  
Online Backup**  
*Reasons to Secure your Data  
with an Online Backup Service*

---

# Protect Your Business With Online Backup

## 5 Reasons to Use an Online Backup Service

### Your Data Runs Your Business

You've spent years collecting your records, forms, contracts, customer information...everything essential to keep your business running. Losing even a small portion of your data could result in catastrophic consequences to your company and your customers. Yet, protecting this asset is often on the bottom of the priority list. Common mistakes include:

- Data critical to your business is not being backed up, leaving your business vulnerable to loss.
- Backups are stored locally, putting your data at risk of theft or destruction.
- Data is being stored on unreliable media, endangering recovery efforts.
- Backup processes require the expertise of one person, and this person may not always be available for data restorations.

According to *Business News Daily*<sup>1</sup> nearly 42 percent of all small/medium sized businesses have experienced data loss, and for one in three companies that data is never recovered. Even more disheartening is 43 percent of small/medium businesses that experience major data loss **never reopen**. Every business needs to protect their data and make sure it can be recovered in case of disaster. Backups are an essential requirement in today's world.

Most businesses employ at least a rudimentary backup plan. It may be a secretary's job to copy files to a USB thumb drive she keeps in her desk. Maybe a clerk is supposed to swap tapes from the tape drive every week. Perhaps there is an external hard drive hooked up to a server in a back room that is seldom looked after. Many of these solutions are costly, out-of-date, or both. Small businesses simply lack the expertise and staff to manage an effective backup plan.

If you've often wondered how you would recover if you lost a hard drive on a server or if hardware were destroyed in a disaster, it is time to consider available alternatives. Solutions now exist that can give a balance of cost, efficiency, and security to fit the needs of your business.

### Using an Online Backup Service

With today's "cloud" technology, features and services that were once only available to enterprise-level data centers are now available to small and medium sized businesses...minus the cost and complexity. Online backup sends your valuable data to a secure, off-site data center. Backups are then controlled by a small application that runs on a computer and is

---

<sup>1</sup>Business News Daily MARCH 11, 2011 article

administered by your provider. This application is maintained and updated automatically, eliminating the need for extra hardware or staff to manage the backups.

After initial installation of the online backup application, you select files to back up, a schedule is set to work around your business hours, and the backup process begins. The initial backup will involve synchronizing your data with a backup server located at your provider's data center. After this synchronization phase, backups will be triggered by file changes or run according to a set schedule to ensure efficiency and availability of your network's Internet connection. Automation eliminates reliance on staff to initiate backups or change backup media.

Online Backup storage is available in generous, low cost packages. Customer Service is typically available seven days a week and is included with your monthly service fee. Storage space can be upgraded and downgraded as needed by simply notifying your provider.

Is Online Backup the right product for your business? Consider these five advantages to help you decide.

### **Why Use Online Backup to Protect Your Data?**

#### **Reason 1: Easy to implement**

Online backup can be purchased through a website or over the phone very quickly. Once purchased, your service provider will give you access to a software client to install on any computers you wish to back up. Some providers even offer remote installation where they will handle the file installation and setup for you. After installation, you select the files you wish to backup, set a backup schedule, and the process is complete. No extra hardware, software, or staff is required. The backups operate automatically, giving you peace of mind that your data is being protected.

#### **Reason 2: Simplify and reduce costs**

Older backup systems include hidden costs that add up quickly. Besides the upfront costs of hardware and software, many businesses fail to consider the costs of service agreements, storage media, labor, and utilities. With online backup, a proven and secure backup infrastructure is already in place. Support and maintenance is handled by the service provider staff, and your backups handled by proven processes. You simply subscribe to the service for a small monthly fee.

#### **Reason 3: Recover files from any computer and any location**

Backups are useless if you can not access the stored data. Online backup offers a significant advantage over older methods. Tape, CD, and DVD drives are prone to failures -- often without warning. Proper labeling of the media is important, and if the media is stored off-site, it can be days before you are able to recover your files. Also, incremental backups may require several CD's or tapes in order to properly restore a file -- if one CD or tape in the series is missing or damaged, your data may not be able to be recovered.

Online backup gets around these common problems by allowing you to access your backup library from a web based control panel. Your files can be restored as fast as you can download them, often in minutes.

#### **Reason 4: Shield your data from disasters**

Every business needs a disaster recovery plan. Disaster can come in many forms -- from an electrical short causing a fire to a sudden tornado damaging your business. Unfortunately, most people place a low priority on disaster planning.

Protecting your data is a key component to any recovery plan. If you keep your backup media in one location, your data is vulnerable to destruction. Storing backup media off-site can cause lengthy delays in restoration, and secure vaulting services can be costly. Relying on employees to take media home poses it's own security risks. Online backup secures your data automatically by storing it off-site in redundant, secure data centers. This adds a layer of protection previously only available to enterprise-level businesses.

#### **Reason 5: Scalability -- changes with your business**

As your business changes, you may need to change the amount of space your backups require. Online backup allows you to scale storage space as needed. Simply contact your service provider and adjustments to your storage space can be performed very quickly. This allows you to optimize your costs and avoid time consuming hardware installations associated with older methods of backup.

#### **Conclusion**

Online backup services offer several significant advantages over traditional data backup methods. Simple and cost-effective services are available from industry leaders in data protection and security, allowing small to medium sized businesses to employ the same data protection methods as large enterprises at a fraction of the complexity and cost.

#### **About TOAST.net Online Backup**

TOAST.net's Online Backup is an affordable, hassle-free, "set-and-forget" backup solution that will automatically backup your data in a secure off-site location. Whether you have a small two-person office or a large multi-site corporation, TOAST.net has the experience and staff to work with you and determine the best plan for your environment. With a custom profile created for every customer, TOAST.net monitors each backup to ensure successful completion based on your schedule. We make sure your data is backing up so you don't have to.

For additional information on TOAST.net Online backup -- or to begin a 30 day FREE TRIAL -- please visit [www.toast.net](http://www.toast.net) or call us at 419-292-2200.