How data backup and testing make a business bulletproof

Information is the most valuable asset your business owns.
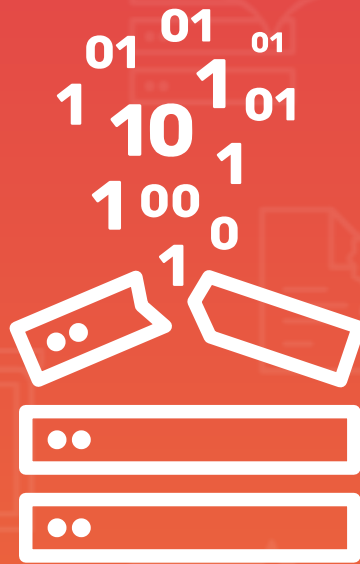
Data backup is where you make a copy of your files, stored in a secure location separate from your primary system.

There are lots of ways to lose your data, including cyber attack, human error, and even natural disasters.

76% of organizations have experienced critical data loss.

45% of those lost data permanently.

The consequences include significant downtime, financial loss, damaged reputation, and even legal issues.

Your backup options:

Cloud backups

Cloud backups store your data securely on remote servers accessed via the internet.

On-site backups

On-site backups store files locally, such as on external hard drives or tape drives (yes, they're still in use).

Hybrid backups

Hybrid backups combine on-site and cloud backups for added redundancy.

Regular backup testing is crucial: **50%** of backups fail to restore successfully

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