

INFOGRAPHIC

Data Backup For A Safe & Sound Organization

Technology continues to change how we do business, and you should rest assured that your backup system has your back.



What should you know?

How data loss occurs:

- Equipment Failure
- Cyberattacks (Malware)
- Natural Disaster
- Human Error
- Theft
- Power Outages

What to back up:

- Documents
- Financial databases
- Customer Database
- Operating Systems
- Emails
- Applications

Data loss can occur at any time and can cause serious issues for any organization. Having the right backup measures and procedures in place can keep your data protected and help your business avoid costly downtime.





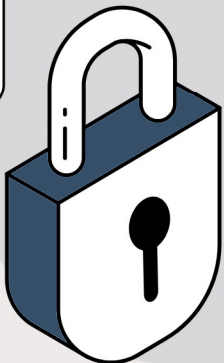
The average cost of IT downtime is **\$1,410** per minute. ¹



**SCARY
STATS**

80%

of breached organizations stated that customer PII was compromised during the breach, far more than any other type of record. ²



In 2021, 62% of outages that companies classified as significant, serious or severe cost more than

\$100,000. ³



60%

of small businesses say attacks are becoming more severe and more sophisticated. ⁴

Human error is the main cause of **95%** of cyber security breaches. ⁵



SCARY
STATS

95%

of companies have experienced a ransomware or malware attack within the last year;

80%

stated they had experienced instances of data corruption, while

43%

noted unrecoverable data. ⁶

84%

of organizations use cloud backup. ⁷





140,000

hard drive crashes happen weekly in the US. ⁸

Ways to backup your data

- External hard drives
- Removable media
- NAS Device
- Cloud Storage
- Backup services from a 3rd party



Play by the **3-2-1-1** Backup Rule

Create **3** copies of your data

Using **2** storage solutions

Store **1** in a remote location – **ONLINE**

Store **1** in a remote location – **OFF-LINE**

Don't wait until it's too late to recover your data.

Start protecting yourself now.

Sources

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