Modern Data Protection: The Difference is in the Cloud

How to Completely Safeguard Businesses – with Ease

XBAND

Simplify is often a valuable mantra of success. Yet in a complex and ever-evolving IT environment, it isn't necessarily the go-to approach for service providers. In the case of data protection, simplification may not only seem unlikely, but potentially unwise. Fortunately, certain innovative cloud technologies now make it simple for companies to scale their infrastructure and defend that growth with efficient backup and recovery solutions.

Know your enemies

Human error is as damaging as ever and natural threats such as fire and flood still persist. Meanwhile, cyber threats are growing in number and complexity. Whatever the cause might be, if the lights go out for even an hour, companies are at risk.

43%
of ransomware
attacks are aimed at SMBs[1]

$8,581
per hour
is the average cost of downtime[2]

[1] Small Business Trends [2] The Aberdeen Group
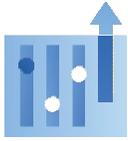
Shore up defenses

The best defenses are usually based on a layered data protection strategy. First, you start with standard approaches, like passwords and encryption, traditional anti-virus protection and mobile wipe.

Then you secure everything, from emails and endpoints to servers, with a backup solution that

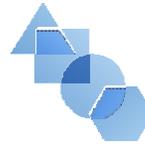actively protects against ransomware – so even customer backups are safe.

Secure cloud backup provides the last line of defense by protecting a business' bottom line. Following the 3-2-1 rule of backup (creating three copies of your data, on two types of storage, with one located off-site) keeps your files safe and avoids the worst-case scenario – bankruptcy – should a disaster strike and destroy your local copies.

Embrace efficiency

With the emergence of the cloud, today there are even more solutions available to enhance business productivity. While that means you also have more systems and data to protect, it doesn't need to be a problem. When it comes to data protection, the cloud can streamline and strengthen defenses without crippling your customer's budget.

Use one comprehensive solution

With the right backup solution, it's easy to ensure complete data protection – including protecting virtual and mobile systems – so you no longer need to independently monitor and secure data across multiple environments. Modern solutions also let you:

1. Support more customers with centralized backup and recovery management
2. Experience unprecedented flexibility to choose any solution for any customer need
3. Protect all data seamlessly and remotely, in any location and any environment
4. Rest easy knowing the entire infrastructure, across multiple business locations, remains secure

Enjoy instant gratification

The cloud can offer a complete defense that scales as your customers' businesses do. Just add-on cloud-based disaster recovery services and you can have businesses running again instantly. It's that simple.

For additional information, please visit **www.dataprotection.net**
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