

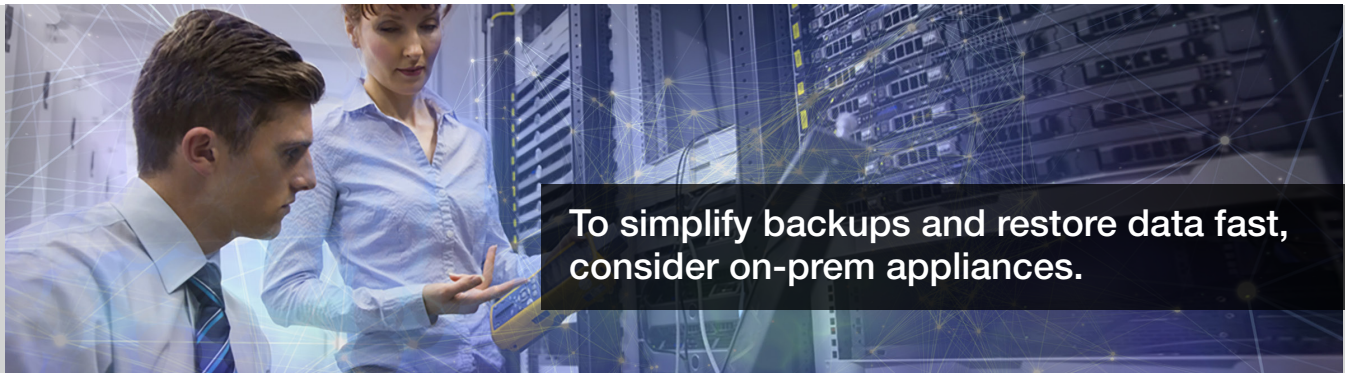
Keeping Your Options Open: The Smart Strategy for Data Protection

As your business expands, your data protection options should allow you to move from a capex to an opex model painlessly. Take a look at three options your organization needs to consider:

1. On-premise appliances
2. Cloud services
3. Hybrid on-premise appliances with cloud services

Option 1 Onsite enterprise-class purpose-built backup appliances (PBBAs)

PBBAs can automate backups and ensure business continuity.



1. How can a PBBA help me simplify backup and recovery?

An enterprise-class PBBA offers cost-effective, integrated and centralized control of different devices—*maximizing productivity and minimizing resources.*

2. Why is a PBBA better than tape backup?

While often touted due to its low cost, tape backup has many hidden costs that can come back to bite you. Tape is prone to mechanical failures, incomplete restores, lots of manual work and long backup times. If your systems go down and your organization is losing money by the minute, someone will have to transport the tapes back from storage to complete the restore.

3. What features should our IT staff look for in an enterprise-class PBBA?

The first thing to consider is security. An enterprise-class appliance needs to provide encryption. It should also minimize power consumption, floor space and cooling requirements to save energy, space and money. The final factor to consider is cloud connectivity. The right PBBA “dedupes” data so only changed data is sent to the cloud, reducing the cloud storage capacity needed and its associated costs.

4. How fast can our business be back up and running in the event of a data failure?

With an onsite backup appliance, there’s no need to retrieve tapes from storage. In most cases, your data can be restored in minutes rather than hours or even days! If your business can’t afford downtime, tape becomes an expensive proposition.

Option 2 Cloud backup and disaster recovery (DR)

When disaster strikes, your data is safe in the cloud. Keep your business running when everything around you crashes.



5. Why do we need backup in the cloud?

The cloud provides cost-effective backup and DR, archive, query and other less critical data operations. You pay only for the capacity you need, adding more capacity as your data volume grows. It's a subscription-based model, moving budget dollars from capex to opex.

6. Is my data really safe and secure in the cloud?

Your data is safe. Data can be encrypted onsite, in transit and at rest in the cloud. Next, insist on an SSAE 16-certified data center, the gold standard for security. Finally, if your organization requires dedicated space, you can get it. If not, you can consider lower-cost colocation. These steps will ensure your organization complies with regulations too.

7. How does simplifying upgrades benefit the organization?

Choosing a solution that expands easily as your business grows eliminates costly disruptions and saves on new capital investments. Options include choosing devices with expandable capacity, choosing a model designed to add devices seamlessly or adding devices to existing "clusters" while still providing single-point management for your IT staff.

8. What happens if a disaster takes out our servers on site?

If a major disaster takes out your local data center, your organization can operate from the cloud without significant downtime (less than an hour with a 1-hour SLA) until you get your local systems up again.

Your organization should choose the best solution for your business today, keeping an eye on the future. As your business needs change and expand, a vendor like Seagate EVault can grow with you every step of the way.

Option 3 Hybrid cloud data protection

As businesses grow, they often find that fast local restores and low-cost secure cloud backup offer the perfect blend that grows with them.



PBBAs and cloud team up to give you the best of both worlds.

9. What exactly is hybrid cloud data protection?

Hybrid cloud data protection means you get easy-to-manage, reliable local backup and fast restores combined with a cost-effective extra layer of protection in the cloud.

10. What are some advantages of a hybrid cloud solution?

With onsite appliance and cloud backup integration, the cloud provides secondary backup for your data should your local systems go down. The cloud can also provide you with “burst operations,” giving you additional capacity for a brief period without having to add costly hardware.

11. Is it possible to offload all our backup and recovery to a managed service provider?

A managed service provider (MSP) can take care of all your data backup and DR needs today and eliminate disruptive and expensive upgrades as you grow. Look for an option to keep data in your own data center or in your service provider’s private cloud as well as technology that distributes your data within one or more geographically dispersed data centers with failover enablement.

12. Is there an advantage to working with a single vendor for our hybrid cloud solution?

A single vendor ensures optimal integration and centralized management. In terms of security, when working with more than one vendor “you get the least common denominator between them to provide interoperability.”¹ Even if both have good security, you may not be able to take advantage of them if they are incompatible.

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