



E-SAFE | **The ModernOffice™**
TECHNOLOGIES

E-Safe's Educational Series To Modernize Your Office

“What is Backup/Disaster Recovery (B/DR)?”

Backup/Disaster Recovery is one of the most important aspects of businesses today. Backup refers to the copying and archiving of computer data so it may be used to restore the original after a data loss event. Disaster Recovery is the process, policies and procedures that are related to preparing for recovery or continuation of technology infrastructure which are vital to an organization after a natural or human-induced disaster. It is a subset of business continuity that focuses on the IT or technology systems that support business functions.

Backup/Disaster Recovery is a secondary plan that is in place when a disaster strikes, whether it is a natural disaster or one caused by human error. The ability to replicate data to an off-site location can save your business from excessive downtime, which can ultimately and directly affect the bottom line of most

businesses. Technology today is vital for the operation and growth of most businesses. When those types of technology fail, the ability to recover lost data can save the operation of the business.

One of the biggest driving forces in the growth of B/DR was increasing government regulations mandating business continuity and disaster recovery plans for organizations in various sectors of the economy. The increasing dependence on IT systems, as well as increased awareness from large-scale disasters continues to drive growth of various disaster recovery sites and implementations. Most organizations heavily rely upon the availability of their critical sys-

tems, and B/DR is a way to make sure this is a possibility.

With the forming of ideas like “Big Data” and the “Internet of Things”, business applications and systems are going to become even more dependable on backups for security. Sensors, gauges, and advanced technologies are creating more data in a two day period today than was created from the beginning of time until 2003. The data needs to be stored and backed up somewhere. The option for colocation and replication of data can ease the mind of business owners who know their data is available somewhere else as well, not just in their own building.



Start with a Plan,
Finish with Success.

Next Issue:

E-Mail Administration and Management

See What Our Customers Are Saying:

“We are so pleased with the work E-Safe has done for us in terms of IT management and backup systems. We were tired of putting money into hardware that would quickly become obsolete for backups. E-Safe was able to recommend a solution for us that suited our budget, addressed our concerns about using the “cloud,” and gave us confidence that our data will be there when we need it.” - Christine Simcic, Wojanis Supply

“How Can B/DR Improve My Business?”

Backup/Disaster Recovery has made business run more efficiently with fewer interruptions. Being able to backup data to an offsite location can make it a lot easier on a business and many times, it is more cost effective as well. Here are some of the benefits resulting from having a B/DR plan in place.

Peace of Mind – Because your company’s data is being backed up and replicated to a different site, you sleep easier at night knowing that there won’t be a disaster that takes you out of business.

Decreased Downtime – In case of a failure, having a backup of your critical business sys-

tems can ensure that your data is protected. The ability to restore your company data with advanced technology in a quick and efficient manner can save you downtime dollars when you’re in a pinch.

Growth and Scalability – While your business is growing, cloud B/DR is extremely scalable and can grow with you. Provided as a utility, you pay for as much as space your data consumes.

Security – Cloud B/DR is scary to some businesses because they don’t know where their data is being stored. Information is held in a secure data center with 24/7 security, cooling, and the best encryption and antivirus software in the business.

“How Does B/DR Work?”

Backup/Disaster Recovery is rapidly growing due to the fact that businesses are becoming more reliant on technology to run their every day operations. The idea of “backing up” your data and having a disaster recovery plan in place is becoming more and more prevalent. Whether you have information on your computer at work or being saved onto a server in your company, the sole fact that it is still on site sometimes can be quite daunting. Offsite backups utilizing cloud technology are some of the most popular processes we see in the market place. It works because most devices that have IP addresses can communicate with the Internet. To perform backups for these devices, the data is sent through these machines to the environ-

ment’s router. This router communicates with the Internet, which sends the data to a data center. The router at the data center receives the information and stores that data on a server that is specifically allocated for your data. You pay for the amount of space that your data is occupying on that server. If your system was to ever fail for some reason, they have your files on that server, which can then communicate back to your machines through the routers and install those files again in a very quick and efficient manner.

The biggest concern that business owners have when talking about backup



and cloud technology is that they aren't sure where their data is being stored. However, security in these data centers are top notch. Also, businesses don't want their files to be saved multiple times which creates more space that they are paying for. These backup technologies utilize a process called deduplication, which enables them to delete copies of the files that are already saved.

“What’s My Investment In B/DR?”

Another big reward of utilizing backup and disaster recovery technology is that you don't have to make the up front investment in hardware. Because these services are provided on someone else's hardware, it saves on the initial cost and the taxes that come with it.

Having a disaster recovery plan can immediately alleviate the cost of excessive downtime. How much money would your company lose if your were down for two weeks? One week? With a disaster recovery plan in place and the proper automated backup processes, downtime could be reduced



from several days to just a few minutes. The money that is saved with this quick restore can greatly increase the bottom line, which then can be directly reinvested back into your business to enable continued revenue and growth.

Typical storage and backup appliances can cost a couple thousand dollars to tens of thousands. By leveraging cloud technology and utilizing an offsite backup solution, that hardware cost is eliminated. The time invested into managing and updating the software for the device simply does not exist. This allows your team members and employees to do what they are paid to do and not manage the storage and backup hardware.

Backup/DR can have you sleeping well at night and not worrying about what would happen if your valuable business data was lost, leaving you stranded.

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Want to Learn More About
B/DR or E-Safe's
Modern Office Series?

Contact Tim Steinour at
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