TRADITIONAL BACK-UP
VS INTELLIGENT BUSINESS CONTINUITY

Traditional back-up methods like disk or online-only storage are no longer sufficient for the businesses of today that need to recover data quickly and mitigate downtime. Intelligent Business Continuity is the comprehensive new standard of data storage that ensures data protection, data security, instant recovery, and seamless continuity.

Traditional Back-up	VS	Intelligent Business Continuity
Can take weeks to recover data after a disaster occurs, if the data is recoverable		Downtime after a disaster is reduced to hours, minutes, or even seconds
High risk of failure with heavy manual administration: 58% of downtime is from human error		Fully automated backup process—very little manual management required
Difficult to test if a backup is working properly		Automated screenshots are taken of each image-based backup, to verify a successful backup
Time consuming and expensive to make a copy of, and store, backups in multiple locations. 61% of SMBs still ship tapes to an off-site location		Each image-based backup is automatically saved in multiple locations for redundancy; local appliance and secure data centers
Backup speeds are slower		Quick and efficient transfer of files to off-site data centers, even with low bandwidth or busy networks
Difficult to prioritize important data, files and applications		Critical data can be prioritized, to be transferred offsite first
Physical to virtual conversions can be time consuming and have a high failure rate		Instant virtualization in seconds, due to proprietary technology & already saved Virtual Machine Desks
Data and backups are at risk when based in only one location, either local OR in the cloud		Avoid risk of downtime from a local disaster with backups stored in local devices AND secure cloud
Limited options for encrypting data, may not pass industry regulations (i.e., HIPAA, SOX)		AES 256 and SSL key-based encryption ensures data is safe both at rest and in transit, to meet industry regulations (ie. HIPAA, SOX)
Tape failure rates can exceed 50%		Minimal risk of corrupted backups or data loss
Potential for theft or loss of media		Off-site backups stored in SSAE16 Type II data centers, ensuring security
Perceived cost savings are deceiving–average cost of downtime is $163,674 per hour		The ability to keep your business running in the event of disaster has immeasurable value

TRADITIONAL BACK-UP
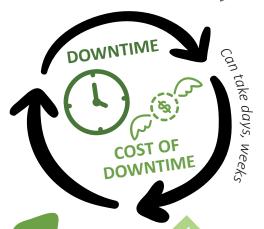## VS INTELLIGENT BUSINESS CONTINUITY

ITS TECHNOLOGY SIMPLIFIED

Disaster Strikes

TRADITIONAL BACK-UP

DOWNTIME

Can take days, weeks

COST OF DOWNTIME

LOST FILES

PULL FROM ONE DATA SOURCE

DATA CAN BE CORRUPTED

LIMITED ENCRYPTION OPTIONS

Data is manually managed by a human
58% of downtime is from human error

RISK OF HARDWARE FAILURE

DIFFICULT TO VERIFY BACK-UP

SLOWER BACK-UP SPEEDS

INTELLIGENT BUSINESS CONTINUITY

Pull from multiple data sources

AND / OR

for *Instant Recovery*

See your files again in seconds, minutes, hours

Fully Automated Back-up Process

DATA SECURITY

VERIFIABLE IMAGE-BASED BACK-UP

DATA ENCRYPTION

with added benefits

CRITICAL DATA CAN BE PRIORITIZED

INSTANT PHYSICAL to DIGITAL VIRTUALIZATION

AUTOMATED SCREENSHOTS OF ALL DATA
not just saved files