

EBOOK



LEVERAGE
CLOUD BACKUP

For Maximum Data Protection

www.novabackup.com



INTRODUCTION

Businesses are generating an exponential amount of information from new forms of interconnectivity, the growth of Internet of Things (IoT) devices, new collaborative applications, AI and much more. However, the ability to access this data is often taken for granted.

By and large, employees start off their workdays from a range of physical locations, expecting that the systems needed to complete their jobs will function properly. The incidents that could disrupt their flow of progress are out of sight, and generally out of mind.

Then at some point in time, a data loss incident occurs. The cause could be anything, from something as simple as

ransomware infection. Whatever the reason, preventative measures failed and there is a need to turn-back to a prior point of productivity, accomplished through a backup data restore. Organizations who protect data on-site only, are highly susceptible to data loss due to human error, intentional deletion, natural disaster, software corruption, hardware failure, malware, and much more.

“

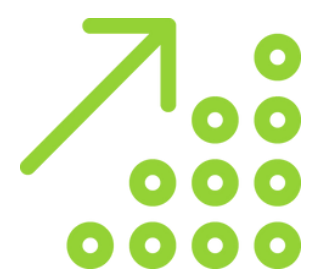
Roughly 60% of corporate data is stored in the cloud. This figures has doubled since 2015.

2022 Thales Data Threat Report

The cloud, in this case, cloud-storage destinations, has become more than just an add-on or alternative to local backup. Certainly, the cloud allows companies to store additional backup copies in multiple remote locations, making backup more resilient. However, the hybrid backup strategy has been widely embraced as it offers additional advantages that soon become apparent.

LEVERAGING THE CLOUD FOR BACKUP

The elasticity of the cloud offers many advantages. Organizations most visibly will capitalize on this technology through reduced cost and greater efficiency. Longer term effects are felt in the clouds ability to change along with the user needs. The additional security offered in terms of regulatory compliance and malicious activity create an insurance policy that no organization should be left without.



Unlimited Scalability

Businesses with changing storage requirements find that some cloud providers may offer pay-as-you-grow storage models, so that their costs scale according to their storage growth. In this way, they avoid investing in technology which is unnecessary. When there is a sudden change in storage needs, such as changing compliance requirements, they are easily met with the push of a button.



Access and Flexibility

Employees produce value from a range of physical locations, while new solutions and applications are added regularly. The cloud adapts to an organization's changing requirements far faster than a traditional model. Data can be monitored and managed from wherever you are, offering the ability to backup and restore data to/from anywhere with ease.



Backup Reliability

Backing up to the cloud creates a redundant copy of your data to protect against local disasters and improve restore reliability. And by storing data in multiple redundant storage infrastructures, these solutions enable businesses to return to the point-in-time of their choosing quickly.



Reduction in Costs

Cloud backup doesn't require further investment in hardware infrastructure, software or maintenance. Administrative overhead is greatly reduced as often a single administrator can manage and monitor the cloud backups centrally or even on-the-go. Data storage plans allow you to pay for only the amount of space that your data requires.



Mitigate Effects of Modern Threats

Extortion and data loss is on the rise due to Ransomware, Malware and other threats. While no solution is 100% impervious, storing data at an alternate and isolated location via cloud backup can mitigate the effects of localized infection events and offer a clean copy of data to restore from. Immutable storage options further protect against threats that might affect backups.



Meet Compliance Requirements

Government and industry regulations surrounding the security of private information continue to change, placing a greater burden upon those handling it. By utilizing cloud backup in addition to a local storage, businesses can meet data retention requirements, complete with an audit trail of backup activities. Ideally, the backup stored in the cloud is encrypted at rest and during transfer, and further protected by multi-factor authentication, and access controls.

Examples of Cloud Backup in Action

While backup may be accomplished exclusively through cloud-based online services, this can leave businesses entirely dependent upon their internet access and a single provider. Software based solutions like NovaBACKUP are installed locally, enabling backup and restore from local devices, offsite devices, private and public cloud storage destinations – giving users the ability to create a backup strategy that fits their unique needs and, at the same time, applies to relevant regulatory requirements.



“ 86% of hybrid-cloud storage adopters saw productivity increase while 63% of users consider cost-savings as the most significant benefit.

G2 Hybrid Cloud Storage Survey

When backups are performed regularly to both local and cloud storage devices, administrators retain both the convenience of fast local access as well as the redundancy of an offsite copy for disaster recovery purposes. A few common configurations include the following:



With Public Cloud Destinations

Backups are stored to a local device as well as a cloud storage by an independent third-party, such as NovaBACKUP's cloud storage, Amazon Web Services, or Wasabi. These services host and maintain the storage and all its infrastructure on their multi-tenant environment.



With an Appliance

Backups are performed regularly, stored on a local backup appliance with built-in redundancy. This appliance then replicates itself to a cloud destination, or alternately to another NAS device which is located at an alternate location.



With Private Cloud

Backups are performed locally and to cloud infrastructure which is operated by and for your own organization for greater control over the access to data. While this gives you greater control, it can also be laborious to maintain.



Many variations of these configurations exist and come with their own set of benefits and disadvantages.

Use Cases - Real World Scenarios



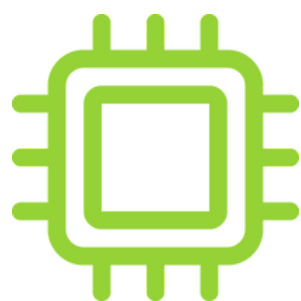
USER: Small Medical Office

Those who work with patient data have to make sure they follow HIPAA guidelines. Frequent cloud backups are conducted to ensure that patient data can be recovered to an alternate physical location in the event of a local disaster where all systems are lost.



USER: Managed Service Provider to the Dental Industry

MSPs create a predictable recurring revenue stream by helping their clients to create offsite backup redundancy with the cloud. They monitor all backups to ensure that scheduled jobs have completed successfully. Incident response plans are created together and both parties understand exactly what to expect regarding recovery from the cloud when and if it's needed.



USER: Technology Startup

New businesses immediately benefit from reduced upfront investment on infrastructure and the staff to manage it, with the expectation that the cloud provider will handle massive upward growth changes with ease. Employees in remote, dispersed locations generate collaborative data with SaaS applications in the cloud (ex: Microsoft 365) which is also backed up to an alternate cloud destination, so it can be easily accessed in the event of a disruption in service.



CONCLUSION

Many different industries are now embracing and reaping the benefits of cloud backup. With multiple ways to configure the cloud - from public to private to hybrid cloud backup solutions - the cloud's ability to meet the unique scalability and flexibility requirements of changing organizations makes it an invaluable tool for anyone's data protection strategy.

These strategies can now be modernized, to include cloud providers for advanced redundancy and additional expertise to assist with compliance requirements and retention. No longer left to "go it alone" organizations are enjoying the ability to focus more clearly on their core objectives.

Need assistance with your backup and recovery strategy? Start by downloading our [Guide to Building A Better Backup Strategy](#) today!

About NovaBACKUP

For more than a decade, NovaBACKUP has been a trusted provider of flexible, all-inclusive data protection solutions for Managed Service Providers (MSPs) and professional offices worldwide. As industry leaders in Backup and Disaster Recovery, we bring extensive experience in helping specialized industries meet strict data protection goals.

At NovaBACKUP, our primary goal is to simplify and enhance data protection for our clients. More

than just powerful backup technology, our team of backup experts is dedicated to providing unparalleled support. We take a people-first approach to backup, understanding that every unique environment requires a personalized approach to data protection.

With NovaBACKUP, our commitment to exceptional support ensures that you have a reliable partner in data protection. Learn more about NovaBACKUP and explore our comprehensive range of data protection solutions by visiting our website at www.novabackup.com.

📍 NovaBACKUP
29209 Canwood Street
Agoura Hills, California
91301

☎ Tel.: (805) 579-6700
Fax: (805) 579-6710
M-F 9am-5pm PT

✉ Email: ols@novabackup.com
🏠 www.novabackup.com