Data Protection:
# No Backup Means No Recovery

In real estate the refrain is "location, location, location."

In business continuity, it should be "demand proof of backup, demand proof of backup, demand proof of backup." Successful backup is the foundation for disaster recovery and business continuity. Without it, recovery and continuity cannot exist. Without it, an MSP cannot fulfill their SLA. This brief addresses four essential elements to ensure successful data protection, to then deliver disaster recovery and business continuity.

Most companies are aware that they need some way to protect their data. But data protection is a fast-evolving market, and solutions that were put in place a decade or so ago are no longer suited to meet the needs of companies today. And be realistic, do you really believe tape is a robust, viable foundation for ensuring a businesses data?
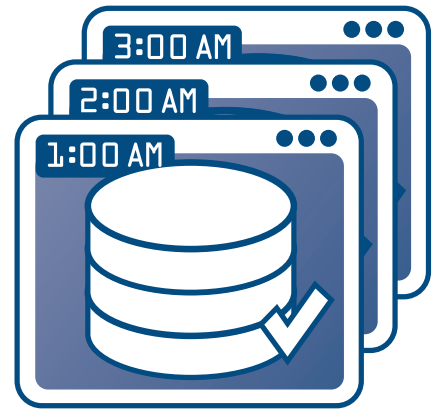
There are many pitfalls that companies might encounter when looking for the right data protection solution, and MSPs should be aware of these risks and be able to articulate them to SMBs. These risks are genuine, and can cost an SMB a great deal of money. Studies estimate that losing 20 Megabytes of lost data can cost companies anywhere from $17-98,000. Some data loss can't be assigned a dollar value. When a healthcare-related business loses its data, for example, and has no means to recover it, they're in direct violation of HIPAA Security Act.   So it's more than just the cost of data restoration, its legal fees, and government fines.

Demand Proof of Backup

The first pitfall that business can face is that they are often unsure if their backups are working properly. It is not enough to assume that virtualization is working smoothly, as there are many potential points of failure in the process. A company that offers intelligent business continuity services should use automated assurance to ensure that systems are always bootable and provide screenshot verification so users can save backups in a VMDK format and uses a screenshot to verify or reject backup.

Instant Recovery

Another potential risk concerns instant recovery. At some point, hardware is likely to fail, and in order to assure business continuity, it is important that companies can rely on instant virtualization of failed systems. Strong providers can convert a backup into a running system in a matter of seconds. Also, in the event of a natural disaster, businesses need complete system replication, providing infrastructure to host multiple businesses if

there is a pervasive outage. Keeping these risks in mind, MSPs should be able to talk to clients about these potential problems and offer them assurance that the provider can manage all of these concerns easily and efficiently.

Companies seek out backup, disaster recovery and business continuity services in order to have peace of mind, knowing that their data will not be lost and that they will not suffer the consequences of downtime. While they must consider automated assurance and instant recovery, they should also be aware of continuous protection and secure storage.

Smarter Backup Chain

Businesses can be overwhelmed by a host of snapshots of archived data. They need to be mindful of storage space and careful not to delete important data. In order to provide continuous protection, providers should manage the backup chain to hold snapshots together but make sure they are not dependent on each other. Datto uses Inverse Chain Technology™ to ensure they create a series of locked snapshots that hold unique data, with a full backup at the top of the chain. This allows users to take advantage of the full space of their devices and store more snapshots, giving them the ability to set custom backup schedules and customize their backups.

Secure Storage

In order to store data securely, providers should also have geographically separated, redundant data centers. This protects data in the event that a natural disaster wipes out one facility. In addition, backups can use quite a bit of bandwidth. In order to address this, Datto has developed SpeedSync™ technology, which gives customers granular control over what data points to transmit. This minimizes the risk of an incomplete data transfer. These are important points to consider when guiding a business toward choosing the right intelligent business continuity provider.

The risks of protecting data have become more complex as the technology and market for services has changed. To deliver an intelligent business continuity plan it's imperative to deliver proof of backup, instant recovery, a smarter backup chain, and secure storage. To deliver an intelligent business continuity plan, you need Datto.

Gain more insight on eliminating risk to achieve intelligent business continuity with Datto's white papers, success stories, and articles. Go to http://dattobackup.com/resources.