

A quick guide to data loss & backups

The big three causes of data loss



The cost of data loss

\$300k.

That's how much 91% of organizations pay per hour of downtime.

This adds up from:

Productivity disruptions

Regulatory fines

Recovery costs

Lost business

Don't forget to test your backup recovery

58%

of backups **fail** during restoration.

We recommend testing data backups regularly to fix potential issues before it's too late.

Where should I store my data?

Data storage is often a question of cost and convenience.

Local (e.g., an external hard drive)



Pros:

- More control over data
- No subscription costs
- Works offline

Cons:

- Hardware can fail or malfunction
- Takes time and expertise
- Bigger up-front investment

Cloud (e.g., a backup service)



Pros:

- Runs continuously
- Highly scalable and flexible
- Accessible from anywhere

Cons:

- Chews up bandwidth
- Subscription costs
- Adds third-party risk