A quick guide to data loss & backups

The big three causes of data loss:

- System failure (31%)
- Human error (29%)
- Cyber attacks (29%)

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

**Note:**

- 58% of backups fail during restoration.
- Don’t forget to test your backup recovery regularly to avoid potential issues.