

## Product Brief: Online Data Backup

### The inconvenient truth about data backups?

Backups are not a glamorous, high-profile task in any business. In a small or mid-sized business, where money and staff time are at a premium, there is always something more pressing to do than to work on backups. Hence, many businesses operate with backup processes that are incomplete or inadequate:



- Critical data is not backed up or is backed up infrequently, putting recovery at risk
- Backup processes rely on one individual with the right expertise, who may not be immediately available if a recovery is needed
- Backups are stored only locally, near the primary servers, putting the business at serious risk if the local site is compromised
- Backups do not meet regulatory requirements or industry standards for data protection, retention, and recovery.

More than 50 percent of small and mid-sized businesses have experienced data loss, according to a 2008 study by Rubicon Consulting. Many different factors can result in lost data. Some of the most common causes are hardware failure, human error, software failure, and viruses. No business is immune to these problems—and that makes backup an essential requirement for today's organizations.

Although the majority of small or mid-sized businesses have some form of backup solution in place, these solutions are often home use type solutions that are time-consuming to operate, are inconsistently used, or offer insufficient protection from disasters such as lightning strikes and surges or other natural disasters. Many businesses lack the staff time and expertise to commit to managing a comprehensive backup strategy.

A managed online backup service sends data securely over the Internet to a highly available data center managed by data protection experts. The administration console is accessed on-demand through a Web browser, eliminating the need to purchase hardware, manage a complicated installation process, or manage software upgrades. New features are added seamlessly over time and delivered automatically to all customers at once.

Online backup/recovery services offer automated, "always-on" protection. Backups are triggered by file changes or run according to a set schedule, eliminating the need for staff to spend time performing manual backups or managing storage media, such as tapes or DVDs. Once the initial backup is performed, only block-level changes are sent over the Internet, ensuring bandwidth is used efficiently.

### VCM's Managed Online Backup Solution utilizes the following:

- Web-based Application
- 128 Bit SSL Encryption
- Dedicated Client Support
- Weekly Reporting
- Only client has encryption key
- Backs up both your server and on-site backup device.
- Predictable cost
- SAS 70 Audited and ISO 27001 Certified
- Clients include American Red Cross, Physicians Endoscopy, the American Bar Assoc.