

KONICA MINOLTA

# 4 STEPS FOR DEVELOPING YOUR SMALL BUSINESS' DATA BACKUP STRATEGY



**THE CHALLENGE OF STORING AND SECURING DATA IS MADE EVER MORE DIFFICULT BY THE RAPID, CONCURRENT GROWTH OF DATA VOLUMES AND ITS THREATS:**

**DEVICES GENERATE APPROXIMATELY**

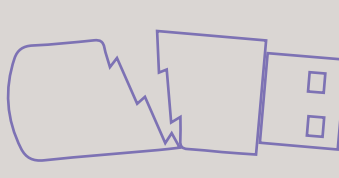
**2.5 BILLION GIGABYTES (GB) OF DATA ACROSS THE GLOBE DAILY.**

With the Bigger Dangers of Data Loss, the Value of Backups is Becoming Prominent, CSO, 2018, <https://www.cso.com.au/mediareleases/31466/> with-the-bigger-dangers-of-data-loss-and-some/

**ESCALATING DATA VOLUMES ARE MAKING IT HARDER FOR COMPANIES TO PROTECT THEIR DATA:**

**70% OF BUSINESS PEOPLE HAVE EXPERIENCED OR WILL EXPERIENCE DATA LOSS DUE TO ACCIDENTAL DELETION, DISK OR SYSTEM FAILURE, VIRUSES, FIRE OR SOME OTHER DISASTER.**

With the Bigger Dangers of Data Loss, the Value of Backups is Becoming Prominent, CSO, 2018, <https://www.cso.com.au/mediareleases/31466/> with-the-bigger-dangers-of-data-loss-and-some/



**NEARLY HALF (46%) OF ALL USERS EXPERIENCE DATA LOSS EVERY YEAR.**

With the Bigger Dangers of Data Loss, the Value of Backups is Becoming Prominent, CSO, 2018, <https://www.cso.com.au/mediareleases/31466/> with-the-bigger-dangers-of-data-loss-and-some/



**NEARLY 15 BILLION DATA RECORDS HAVE BEEN STOLEN SINCE 2013 BUT ONLY 4% WERE ENCRYPTED.**

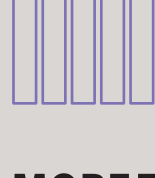
Breach Live Index, Gemalto Security, 2019, <https://breachlevelindex.com/>

**PROTECTING CRITICAL DATA IS SYNONYMOUS WITH PROTECTING THE BUSINESS ITSELF:**



**60% OF COMPANIES THAT LOSE THEIR DATA WILL SHUT DOWN WITHIN SIX MONTHS.**

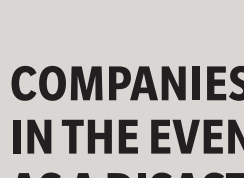
With the Bigger Dangers of Data Loss, the Value of Backups is Becoming Prominent, CSO, 2018, <https://www.cso.com.au/mediareleases/31466/> with-the-bigger-dangers-of-data-loss-and-some/



**MORE THAN HALF OF SMEs BELIEVE THEY WOULD BE UNPROFITABLE IN UNDER ONE MONTH IF THEY PERMANENTLY LOST ACCESS TO ESSENTIAL DATA.**

Cybersecurity special report, small and midmarket businesses: Small and Mighty, Cisco, <https://www.cisco.com/c/dam/en/us/products/collateral/security/small-mighty-threat.pdf>

**IT IS EVEN MORE ALARMING THAT VERY OFTEN BACKUPS ARE STILL DONE MANUALLY:**



**36% OF COMPANIES STILL RUN MANUAL BACKUP AND DATA RECOVERY PROCESSES.**

Cybersecurity special report, small and midmarket businesses: Small and Mighty, Cisco, <https://www.cisco.com/c/dam/en/us/products/collateral/security/small-mighty-threat.pdf>

**COMPANIES MUST MITIGATE THE RISK OF DATA LOSS IN THE EVENT OF UNFORESEEN CIRCUMSTANCES SUCH AS A DISASTER OR OTHER SYSTEM FAILURE.**

**BACK IT UP OR RISK LOSING IT!**



**WHAT SMALL BUSINESSES NEED TO KNOW ABOUT BACKUP AND DATA PROTECTION:**

**Read more in our related eBook 'How to protect your business from data loss'**

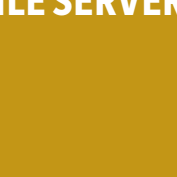
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**HERE ARE 4 RECOMMENDED STEPS TO TACKLE DATA BACKUP:**

## 1. DETERMINE WHAT NEEDS TO BE BACKED UP

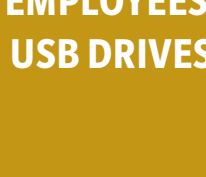
**IMPORTANT DATA IS STORED IN A VARIETY OF PLACES:**



**FILE SERVERS**



**EMPLOYEES' LOCAL DRIVES**



**EMPLOYEES' USB DRIVES**



**LAPTOPS**

## 2. DECIDE ON YOUR BACKUP METHOD

**THE 3-2-1 BACKUP RULE:**



**3x**

**CREATE 3 COPIES OF DATA (1 PRIMARY AND 2 BACK UPS)**



**2x**

**KEEP DATA ON AT LEAST 2 TYPES OF STORAGE MEDIA (LOCAL DRIVE, NAS, TAPE ETC.)**



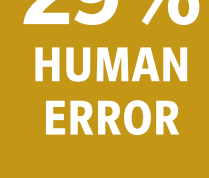
**1x**

**STORE 1 OF THESE OFFSITE (SECURE STORAGE, CLOUD ETC.)**

## 3. DETERMINE WHAT YOU WANT TO PROTECT YOURSELF AGAINST



**31% FAILURE OF HARDWARE/ SYSTEM**



**29% HUMAN ERROR**



**29% VIRUSES, MALWARE OR RANSOMWARE**

## 4. CHOOSE YOUR VENDOR CAREFULLY



**INTERNAL CONSIDERATIONS: WHAT ARE MY BUSINESS REQUIREMENTS?**

**EXTERNAL CONSIDERATIONS: WHAT CRITERIA SHOULD MY IT VENDOR FULFIL?**



**NOT SURE HOW TO SELECT THE RIGHT IT VENDOR?**

**Read more in our related eBook '8 questions SMBs need to ask to select the best partner'**

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KONICA MINOLTA'S APPROACH TO MANAGED BACKUP SERVICES

Konica Minolta's services are underpinned by a scalable, secure off site storage location, giving customers enhanced security and immediate access to data when needed. Furthermore, a dedicated team of experienced experts set up, monitor and configure all backups and regularly undertake scheduled tests to ensure full operability.

**KONICAMINOLTA.EU/BACKUP**

**WORKPLACEHUB.KONICAMINOLTA.EU**

Infographic by Konica Minolta Business Solutions Europe GmbH

Giving Shape to Ideas