



Top 10 Reasons

TOP 10 REASONS
WHY ONLINE BACKUP
IS REPLACING TAPE

LiveVault : WHITE PAPER

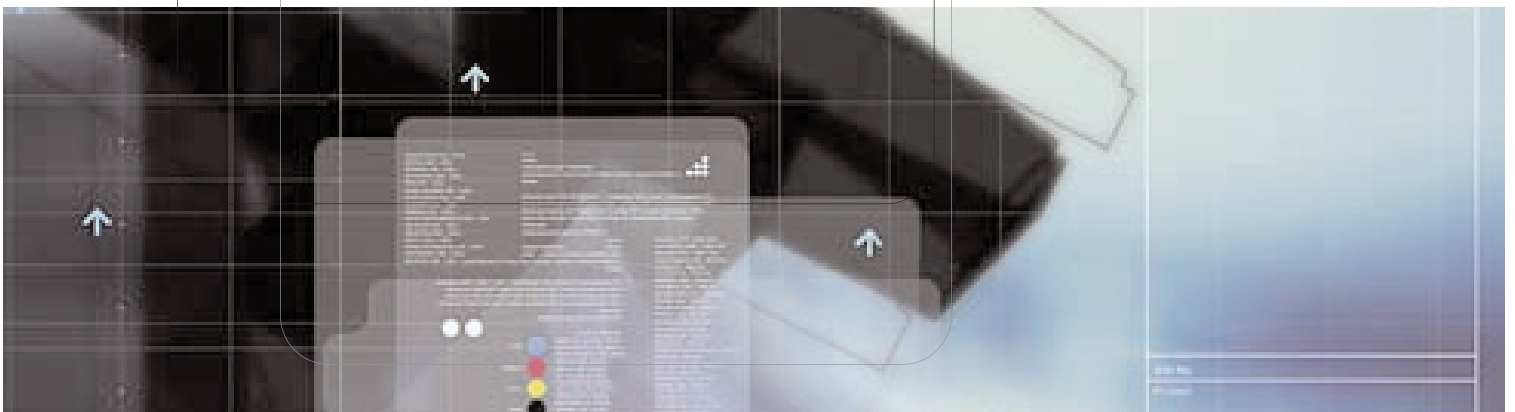


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By 2008, the majority of data restores will occur from disk, not from tape.

Gartner Group

As the many shortcomings of tape backup — today's incumbent, de facto method for corporate data protection — become too obvious to ignore, it's increasingly apparent that businesses require new solutions that bring new levels of ease and simplicity. Industry analysts have long noted that tape backups fail to fully restore data as much as 50 percent of the time, an indefensible level of avoidable risk. After all, which half of data can companies afford to lose — the customer orders, the client records, the invoices? The fact is, virtually all company data is critical to ongoing operations and can't be placed in jeopardy.

Today, many companies are embracing a sophisticated new approach to data protection — leveraging disk-based, online technologies — that address the challenges and shortcomings posed by today's tape backup solutions. The following white paper explores the top-10 reasons to protect business-critical data with disk-based online backup and recovery:

- 1 Continuous Data Protection (CDP)
- 2 Automatic offsite electronic vaulting
- 3 Recovery where you want it
- 4 Security of all your sensitive data
- 5 Complete solution
- 6 Immediate restores
- 7 New and impending regulations
- 8 Free up IT time
- 9 Competitive advantage
- 10 Tape just doesn't work

Reason #1: CONTINUOUS DATA PROTECTION (CDP)

Top 10 Reasons Why Online Backup is Replacing Tape

If lightning strikes your building at 5:10 p.m., you need to ensure you can restore that day's data. Unfortunately, tape-based backup measures often fall short. That's because tape backups are typically performed on a nightly basis — creating window of vulnerability of up to 24 hours. That can mean tape restorations are only current as of the previous evening. And that's a best-case. A recent study found that only 37 percent of businesses actually test their backups regularly, and of those that did, an alarming 77 percent were unable to fully recover data from those tapes, meaning that the data they get back could be many days or even weeks old.

Through continuous data protection (CDP) technology, online backup and recovery solutions solve this problem by automatically transmitting changes across the Internet to a secure, offsite facility. In the event of a disaster, you can restore data from moments before the interruption, rather than from the previous evening.

Reason #2: AUTOMATIC OFFSITE ELECTRONIC VAULTING

Top 10 Reasons Why Online Backup is Replacing Tape

You think you're doing everything right. You back up your data on a regular basis. You ensure your backup equipment and configurations are up-to-date and working properly. You test your restores. Yet, when a sprinkler pipe bursts in your data center and spills water over your servers and backup tapes, you lose all of your critical data in one night.

Even if you're extremely careful about backing up your data, that's only half of the process. To truly protect that data, you must also get it offsite. Too many businesses store backup tapes onsite, needlessly exposing them to risk from fire or flood. Some businesses assign an employee to take the tapes home. While that might work (when they don't forget), what if the employee leaves the tapes in a car, vulnerable to theft or temperature damage? Even if you hire a professional tape-handling service to courier and store tapes on a daily or weekly basis, there's always a period of time when you're unprotected and vulnerable to severe data loss. The time and money you spend re-creating lost data can be costly not only in terms of lost productivity, but in terms of lost revenue and customer goodwill.

On the other hand, disk-based online backup and recovery uses your current Internet connection to automatically transfer data offsite. Your backup data is immediately off-premises just minutes after it's been updated. No matter what type of disaster strikes a business, you can restore data from moments before the disaster happened.

Reason #3: RECOVERY WHERE YOU WANT IT

Top 10 Reasons Why Online Backup is Replacing Tape

If you experience a site disaster and need to immediately get your data up and running at a different location, tape-based backup presents time-consuming processes and challenges. With tape-based backup, you must travel to your offsite location to retrieve the tapes, configure a new server, and restore the information. That can take hours – even days.

With online backup and recovery, if you experience a site disaster – or even want to restore data to a different location for any reason – all you have to do is log on to a Web interface, click on the files you want to restore, and specify the location (even one that's thousands of miles away). The restore process begins automatically.

Reason #4: SECURITY FOR ALL YOUR SENSITIVE DATA

Top 10 Reasons Why Online Backup is Replacing Tape

Your corporate server manages massive amounts of sensitive data – customer records, employee records, intellectual property, and more. It's information you never want to expose to external parties. Yet, many businesses needlessly leave their data vulnerable to competitors, thieves, hackers or just human error by failing to properly secure it through encryption. A recent survey by Enterprise Strategy Group indicates that only 7 percent of companies always encrypt their data. The fact is, tapes can get lost or stolen, and if that data is not encrypted, anyone can get his hands on your most vital asset.

With online backup and recovery, there are no tapes that can be lost or stolen. And at the secure, offsite location, your data is safe. A proper online backup and recovery service encrypts all of your data before it is transmitted over the Internet and keeps it encrypted in the offsite location, so only authorized users with the correct keys can decrypt it.

Reason #5: A COMPLETE SOLUTION

Data protection is not a single activity or a one-time event. It's a multi-step, complex workflow of interconnected processes that extend far beyond simple onsite backup to encompass continuous backup, onsite storage, archiving, and recovery.

If your data protection solution doesn't address the complete protection lifecycle, your company risks the unacceptable exposure of only partial protection that could easily result in the loss of irreplaceable data and crippling downtime.

With their complex, time-consuming, error-prone processes, tape-based solutions can't address the entire data-protection workflow. By contrast, disk-based online data protection delivers a complete solution:

- Fast data backup
- Automatic and immediate transmission to an offsite location
- Archive creation
- Immediate recovery.

Disk-based online backup and recovery makes it possible to address the entire data protection workflow, while actually reducing the associated time, workload, and cost.

Reason #6: IMMEDIATE RESTORES

Businesses run in real time and rely on electronic data: anything from payroll and customer files, to e-mail, and other important documents. When disaster strikes, you don't have the luxury to wait hours upon hours to restore your data.

But that's precisely what happens with tape-based backup solutions that require you to physically transport backup tapes offsite. When the company server crashes, you must first retrieve the tapes from the offsite location, find the right tapes, search for the required files on the tapes, and compile the full and incremental backups to do a proper restoration. These time-consuming tasks can result in several hours of lost productivity.

Since online backup and recovery services immediately get data offsite by backing it up to disk over the Internet, you not only have the security of data that's safely residing at least 50 miles away, you also can restore that data effortlessly. Instead of waiting hours, Internet-based restores enable you recover data in minutes. For companies that have onsite disk-cache appliances, restores can take place even more quickly.

Reason #7: NEW AND IMPENDING REGULATIONS

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Today, most industries are adopting their own ever-changing regulations governing offsite data protection and retention periods. For example, in healthcare, HIPAA requires patient information confidentiality, but if an office assistant puts the backup tape containing the confidential information in his car and decides to stop at the store on the way home, the patient's confidential information is exposed to theft or damage. Similarly, certain financial records must be retained for many years but if you can't recover those records, you can be personally liable.

Since fully half of companies that lose their data in a disaster go out of business as a result, you have a fiduciary responsibility to protect critical data assets. With disk-based online backup and recovery, you can automatically stay ahead of the game. Online backup and recovery enables you to automatically get your data offsite to a secure facility – a requirement for many industries. As privacy and records-retention regulations take effect, online backup offers protection tape never can because the data is always secured — in transmission, storage, and access.

Reason #8: FREE UP IT TIME

Top 10 Reasons Why Online Backup is Replacing Tape

The unpleasant reality is: backup and recovery is a time-consuming, tedious chore. And while IT professionals know they must protect their data, they also have other projects they'd rather focus on that add real value to the business. Instead of tying up an hour of an IT professional's time each evening to attempt backup, and still more time in the morning reviewing logs and troubleshooting, online backup and recovery works on autopilot using your existing bandwidth.

The hours your IT team saves on backup and recovery could be better spent on more strategic initiatives that add greater value to the organizations. Set-and-forget online backup and recovery lets IT professionals focus on projects that have a direct effect on competitive advantage, productivity, and profitability. Online backup and recovery also means that you can standardize the backup process across multiple office locations without employing an IT professional at each remote site.

Reason #9: COMPETITIVE ADVANTAGE

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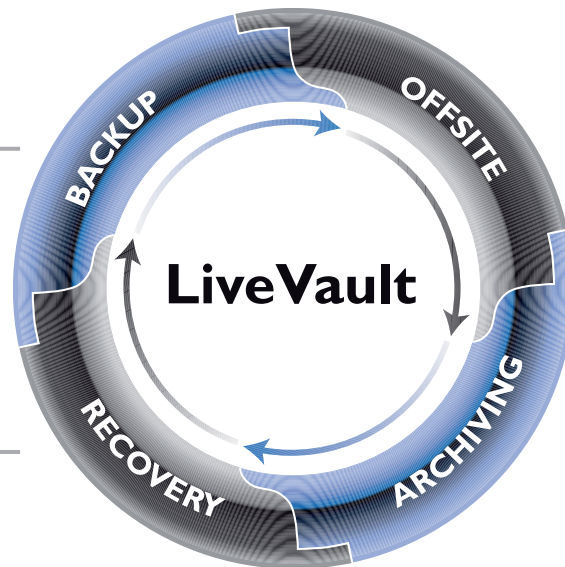
Access to all your data, all the time, is the prerequisite to competing, to responding faster, more proactively, and more knowledgeably. That's why online backup and recovery can be a terrific competitive advantage. However, if your competition has already switched to online backup, can you afford to just hope that your company isn't among the 50% who fail to restore critical data from tape?

Online backup and recovery gives you a competitive edge by fully protecting your data and enabling you to immediately recover it when disaster strikes. More importantly, you achieve a significant competitive advantage by freeing up valuable IT resources for other projects.

The LiveVault Advantage

*Continuous
disk-based
backup*

*Automatic
offsite
storage*



*Rapid,
reliable
recovery*

*Archiving
with user-defined
history*

Reason #10: TAPE JUST DOESN'T WORK

Top 10 Reasons Why Online Backup is Replacing Tape

If your business suffers a server crash and you need to restore your data, how successful will you be? Unfortunately, it's basically a coin toss. Heads – you get your data back, tails – you lose. What business would settle for those odds? Yet, every day, businesses using tape-based backup are flipping a proverbial coin with their backup data. Analysts estimate that half the time, tape recoveries fail due to a variety of reasons, including human error, bad tapes, software bugs, and more.

Online backup and recovery, on the other hand, eliminates the obstacles inherent in tape-based backup by automating the backup process, replacing tapes with more reliable disk media, and using your Internet connection to securely move your backed up data to a safe, remote offsite location.

Faulty data protection is a silent killer and most businesses don't realize their tape-based data protection presents critical vulnerabilities until disaster strikes. Online backup and recovery fully protects business-critical data from natural disasters, human error, virus attacks, equipment failures, and more. These "top 10" reasons are intended to help you carefully consider your data protection strategies and identify how you can reduce risks. When disaster strikes, studies indicate 93 percent of businesses that lose their data go out of business within two years. Don't be one of those businesses. Reevaluate your backup and recovery plans today.



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LiveVault provides the world's only completely automated end-to-end data protection solutions for businesses with distributed servers. Uniquely coupling the speed and ease-of-use of disk backup with the security and convenience of online backup, LiveVault offers the simplest, yet most advanced data protection available.