

# Back up your data

One day **it could save your business**



yourIT/man



***It's Friday evening, you've shut up the office and you're all done for the weekend. Time to head home.***

*As you're eating your pasta, the phone rings. And it's the call no business owner wants to get.*

*When you arrive back at the office, firefighters are hosing down the last of the flames and you're dialling your insurers. It's not a disaster, but your server room is toast.*

*A few days of clean-up, some new kit and air freshener and all will be shipshape again, ready to restore everything from your backup.*

***You are all backed up... Right?***

*Fire, theft, accidental file deletion or disgruntled employees... there are lots of reasons why you might need to rely on your backup system.*

*But the most likely reason by far is that your business becomes the victim of a cyber crime.*

*It is for this reason that many business insurance policies now mandate that you must have a backup of all your business data as part of their cover.*

*This kind of crime doesn't have to trigger a full scale disaster, but it's a fact that most small businesses that are hit with a full-on cyber attack don't recover from it.*

*For all these reasons, backing up your data is one of the strongest precautions you can take. Set it up properly and make it part of your routine to check that it's working. Because one day your backup could save your business.*

**Here's what you need to know.**





## What exactly is a data backup?

---

Backing up in the simplest of terms involves creating a copy of your current data that you store in a separate, secure place so you can call upon it should your original files become corrupted, stolen, lost or accidentally deleted.

A proper backup is more than a simple copy as it creates new copied versions of your files for each saved change you make, ensuring the risk from file overwrites and corruptions are mitigated.

If you lost all your business data tomorrow, what would you do? You couldn't contact clients, you'd have no projects available, no staff records and no information about

your products and services. That's not to mention your financial data, invoicing status... the list goes on.

It can be catastrophic. Almost 70% of small businesses close within a year of suffering a large data loss.

And 94% of businesses that experience severe loss of data never recover.

**Let that sink in for a moment.**

So if you don't want to risk becoming a statistic, you need to take data backup seriously. That means having a strategy and a robust solution in place.

## What data should be backed up?

---

Every business should back up files and documents containing financial data such as invoices and bills, statements, payable files, and payroll. You should back up customer data, supplier information, partner information, communications and email accounts, as well as all your applications and databases, your project management files, personnel records, operating systems, configuration files... and any other files you or your team create.

Don't forget mobile devices. Phones and tablets used for work have the potential to hold even more sensitive data than a laptop.

That makes it important to review your scope anytime you make changes to

your infrastructure, or whenever you add devices, solutions or services.

You should ensure that you have a backup strategy, including the tools and solutions you'll use, the scope of the backup, the network and storage, as well as your Recovery Time Objectives and Recovery Point Objectives (more on those later).

Many of our customers choose to outsource this to us as their IT support professionals. **That's absolutely a service we offer, so get in touch if you'd like to discuss it.**

# How often should you back up?

---

## Everything. Every day. At least.

Your backup schedule has to work for the amount of data you and your team process in any given period. That's because, in the event of a disaster, you'd lose any data created between the last backup and the point of failure. **This is called the Recovery Point Objective (RPO).**

If yours is a business that processes a lot of data, daily backup might not be enough.

A shorter RPO means losing less data, but requires more storage capacity, and more network resources. That comes at a cost.

Longer RPOs are more affordable but mean risking the loss of more data.

While most small businesses define a backup period of 24 hours, it's possible to create tiered RPOs, where critical systems are backed up more frequently, and secondary systems have a longer RPO.

Another important factor is your **Recovery Time Objective (RTO)**. That's the amount of time it takes to recover your data from the point of failure. You know that when your systems are down your company loses money, so it's important to recover quickly to minimise your loss.

**Just like RPO, a shorter RTO requires faster storage and technologies. And unsurprisingly, that costs more. For most companies, a few hours is normal.**



# How do you choose a solution?

---

There's a huge choice of backup solutions and tools. Finding the right one for your business may take some thought, but if you've considered your scope, your RPOs, and RTOs, you should have a better understanding of which way to go.

## These are the most popular solutions available right now:

### Hardware appliances

This is a physical device that includes pre-installed backup software and storage, and usually comes with all components integrated. That makes it easy to set up and configure. You can access it through its own interface on your computer and ideal for large files, or rapid failed access requirements as your files can be backed up and held locally.

Keep in mind that if this type of appliance fails you lose this backup, so this backup is only recommended as part of a hybrid solution.

---

### Cloud services

Perhaps the most recommended and flexible solution, cloud services – also known as Backup as a Service (BaaS) – let you run your backup directly from the cloud. You don't need additional servers or systems and makes it simple to scale up the storage you need as your business grows.

Our Datto Software as a Service (SaaS) solution provide cloud backup for your Office 365 environment, backing up your email, Teams, OneDrive and SharePoint data.

Remember that if your business handles a lot of sensitive data, you'll need to make sure your chosen provider adheres to the relevant data protection legislation and that the right security protections are in place.

---

### Hybrid solutions

It's become common to combine local with cloud backups, creating a very robust hybrid solution. It brings together the best of both worlds, which makes it a popular choice.



## As easy as **3-2-1**

A hybrid solution is one good option that also follows the strong, industry accepted **3-2-1** approach.

Store your data in **3 places**  
Using **2 types** of storage  
With **1 copy** stored off-site

## What type of backup should you choose?

There are three types of backup that each work slightly differently, at different speeds and with different advantages.

### Full backup

This makes a copy of everything you want to protect. The first time you perform a backup you'll want to do a full backup which can take many hours.

### Differential, aka cumulative incremental backup

Once you've completed a full backup for the first time, you may switch to a differential backup. This only backs up files that have changed since the last full backup. These are faster because less data is being copied, however the amount of data grows with each differential backup, until the next full backup.

### Incremental backup

Again, these only copy changed data, but they copy what's changed since the last incremental or full backup. These are much smaller and faster because new data is being copied over daily. The less time between backups, the smaller the amount of data to be backed up. With more sophisticated software you can back up every hour – or even more often.

On the downside, this type of backup may take longer to restore because the data has to be assembled from the last full backup and every incremental backup since then.

# What storage **do you need?**

---

**Your backup needs to live somewhere. We recommend network attached storage servers (NAS) and cloud storage depending on business need.**

## **Network shares**

NAS (Network Attached Storage), lets you store all your company backups in one place, and restore whatever you need, when you need it. However, as with local disks, if you suffer a major disaster your backup may be lost too so this solution should be used as part of a Hybrid backup solution.

---

## **Cloud storage**

A fast internet connection allows you to send your backup files to the cloud. You subscribe to the storage capacity you need and can easily add more without having to invest in hardware. Cloud storage is the only sensible choice for backing up data that is already in the cloud, such as Office 365 and SharePoint.



**Talk  
to us**

**Different solutions come with different benefits and drawbacks. To decide which is right for you, you need to look at all your individual requirements, your RPOs, and RTOs and the resource you have to maintain a system.**

There's a lot to think about and a lot of information to gather before you commit, but it's a vital precaution that every business should take.

**We implement backup and recovery solutions every day. To speak with an expert, get in touch.**

**CALL:** 0333 023 3100

**EMAIL:** [contactus@youritman.com](mailto:contactus@youritman.com)

**WEBSITE:** [youritman.com](http://youritman.com)

yourIT/man