

5

Reasons to Improve Your Data Backup



Organizations are struggling with today's evolving IT landscape and the backup challenges it creates. Ransomware is growing at an alarming rate, with small- and medium-sized businesses often the target. Employees are using more and

more devices to access company data. And IT departments are expected to do more with less, managing both local and cloud environments. Here are five challenges you face and tips to address them.

1

RANSOMWARE IS A REAL THREAT.

Losing data permanently to cyber criminals or having to pay six- or seven-figure ransoms to get it back is the greatest cybersecurity threat out there today. Symantec's 2017 Internet Security Threat Report found paying ransom doesn't guarantee results as just 47 percent of global victims who paid up in 2016 reported getting their files back.

Tip: *To safeguard your company, choose a solution that actively protects all your data in real time, instantly detecting and stopping ransomware in its tracks and quickly recovering any encrypted files.*

2

YOUR EMPLOYEES ARE USING MORE DEVICES TO DO THEIR WORK.

According to Forrester Research, the average employee uses three devices to connect to business data today.

Tip: *To be fully protected, look for a backup solution that can easily handle data protection in VM and cloud environments and on a number of different endpoints – laptops, smartphones, tablets – owned by both the company and its employees.*

3

INTERNAL IT TEAMS FACE RESOURCE CHALLENGES.

The growth of mobile technology will require more attention and resources, which creates more stress for IT departments handling increasing workloads.

Tip: *Select a solution that offers scalable management, such as centralized web consoles, customizable dashboards, and*

role-based administration. This is not only a time saver when it comes to deployment, learning curves, and training, but it also simplifies tasks that traditionally take too much of IT's valuable time.

4

YOU NEED TO HAVE FULL CONTROL OF YOUR DATA.

Managing enormous amounts of data is impossible if you don't have adequate control. Having a better view into your data provides better organization and time savings and gives you the ability to meet compliance standards and ensure data sovereignty. Having the ability to validate and audit data or verify a record's chain-of-evidence through blockchain validation provides a new, innovative level of control over your company's data.

Tip: *Select a solution that provides complete data protection across hybrid cloud IT environments in order to store data anywhere, monitor activity at all times to quickly identify and resolve performance issues, and authenticate data trails to avoid data tampering.*

5

SMBs REQUIRE A BUDGET-FRIENDLY SOLUTION THAT SCALES.

Traditional storage can be expensive to deploy and upgrade and difficult to scale. You should explore moving your company from on-premises to cloud for your data backups.

Tip: *Look for attractive pricing through subscription licensing. This eliminates the burden on your balance sheet by shifting capital expense investments to operational expenses. Your organization will be able to back up more data and systems for less, freeing up resources that can be used in other areas of your business.*

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BOTTOM LINE

Aging, legacy systems are impeding your company's ability to efficiently and completely back up your corporate data. They're ill-equipped to handle multiple, complex hybrid environments, numerous devices, and scores of different applications. Acronis Backup 12.5 addresses these IT pain points by delivering safe and secure backups that are fast and easy to use. It also is the first backup solution to offer real-time ransomware protection and complete data protection across 21 platforms, including Office 365, VMWare, Azure, and Amazon. Learn more about Acronis Backup 12.5 and try a **free trial now.**