

A 360-DEGREE BARRIER AGAINST DISASTER

Getting your modern business continuity strategy right starts with understanding the how, when, and where. Here's some best practices to help you adopt a holistic approach that fully protects your business, no matter where your data exists.

HOW

- > **CLASSIFY YOUR DATA** to ensure it's protected at its lowest level.
- > **COMBAT RANSOMWARE** with immutable storage for backup, ensuring data can be used even if defences are breached.
- > **CHOOSE DISTRIBUTED, SCALABLE, FAULT-TOLERANT CLOUD** built specifically for disaster recovery.



72%¹ of businesses worldwide have been affected by ransomware attacks, as of 2023.

WHEN

- > **ADOPT A UNIFIED BACKUP SOLUTION** across all of your clouds that allows you to confidently meet recovery point objectives (RPO) and recovery time objectives (RTO).
- > **HIT THE GROUND RUNNING POST-ATTACK** by adopting advanced features that enable you to run your apps and data in the cloud just as you'd run it on-premises.
- > **TEST, TEST AND TEST AGAIN!** Don't leave it to a real event to find out that your measures don't quite work hard enough.



According to a 2022 Arcserve study, only

52%² of organisations were able to restore their critical systems following a severe data loss event in 12 hours or less.

WHERE

- > **SEND YOUR DATA ANYWHERE** with WAN-optimised replication to private and public clouds.
- > **ENSURE DATA SOVEREIGNTY** by scrutinising where it's being held/backed up and interrogating any associated limitations or compliance implications.
- > **TAKE CARE** to not back up to the same cloud.



It's estimated that the world will store **200 zettabytes**³ (2 billion terabytes) in the cloud by 2025.

Modern data loss prevention demands a **3-2-1-1** backup strategy to avoid single points of failure:



KEEP 3 COPIES OF YOUR DATA (one original and at least two copies)



STORE YOUR BACKUPS ON 2 DIFFERENT TYPES OF MEDIA (Network-attached storage, or a local drive, for example)



KEEP 1 COPY OFFSITE (In the cloud or secure storage)



ENSURE 1 COPY OF YOUR DATA IS IMMUTABLE

THE ALL-ROUND PROTECTION YOUR BUSINESS DESERVES

Achieving all of the above is a tall order, but consider the award-winning tech from Arcserve, a cloud-based disaster recovery as a service (DRaaS) solution. Cost-effective and agile, it delivers massively scalable data protection and certainty across all environments.

To find out more about how Arcserve can prevent your data from falling foul of a disaster, speak to the experts at Servium today.

Sources: 1 statista.com 2 arcserve.com 3 cybersecurityventures.com