



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://breachliveindex.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:

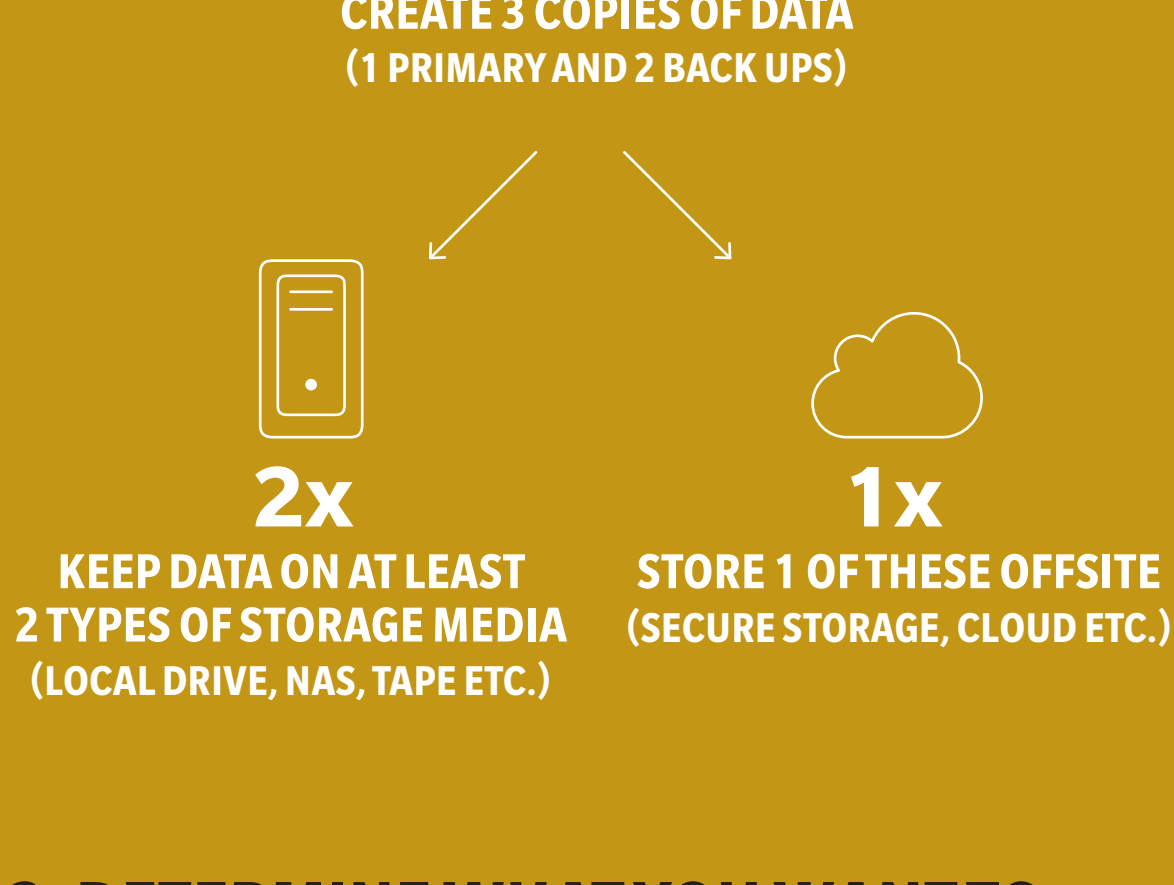
1. DETERMINE WHAT NEEDS TO BE BACKED UP

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:



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