

# Digest Magazine

April 2009

## Data Backup Plans for the SMB



Small Company,  
Big Data Protection

# data backup and protection is a big deal for small companies

*Small organizations need comprehensive backups. Nirix has the solution.*

“... the decision ... is not “should the company data be protected?”, but... HOW the company data should be protected.”

Small and Medium-sized Businesses (SMBs) are estimated to be the fastest growing segment for networking products and services, according to research conducted by the research firms Dataquest and the Dell 'Oro Group. In this quickly growing segment, over 50% of these businesses have experienced data loss, according to a 2008 study by Rubicon Consulting. When you take into account that 94% of businesses cease operations within 2 years of suffering a significant data loss (Cummings, Haag & McCubbrey, 2005), these statistics can become very frightening.

However chilling the statistics are, the good news is that the majority of data loss can easily be prevented with the proper tools in place. For the SMB, the decision that needs to be made is not “should the company data be protected?”, but is more a question of HOW the company data should be protected.

## DATA BACKUP AND PROTECTION: THE SMB PERSPECTIVE

Most SMBs today currently have some form of data backup in place. The most commonly used tools are removable storage, such as CDs, DVDs, USB memory keys and external hard drives. Choosing any one of these methods of backing up critical company information is not without its risks and challenges, such as:

- Security and liability
- Failure to restore
- Manual and time consuming
- Limited storage space
- Missed backups

## Security and Liability: WHO'S RESPONSIBLE?

Removable storage (or portable media) is not only susceptible to loss, theft and misplacement, but is often mislabeled, improperly stored or easily damaged. If an employee is responsible for taking the



FIG 1 - Who takes the blame if your data goes missing?

storage device offsite, that employee now becomes liable if anything were to happen to your company's critical information – a fact that most employees are not even made aware of. Information stored on these devices is rarely (if ever!) encrypted. Imagine the damage that could be done to your organization if your company critical information were to fall into the wrong hands.

## Data Restores:

### RISK OF FAILURE

USB memory keys are typically the most likely to pose a problem when the time comes to perform a data restore. Not necessarily due to the fact that they are an inferior product when compared to CDs, DVDs and external hard drives; but purely because of the fact that they are so small and portable, they are easily lost or misplaced. CDs and DVDs are susceptible to scratches that would render the data stored on them irretrievable. External hard drives perform poorly and often experience a shorten life span when exposed to extreme temperature changes (cold in winter, heat in summer) too quickly and for too long, which often occurs when an employee takes the company's external hard drive(s) home with them.

## Available Time:

### THERE'S ONLY 24 HOURS IN A DAY

Extensive record keeping and labeling is required when backing up to CDs and

DVDs, in order to know exactly what information is stored on each disk. It's considered a best practice to then create a logical filing system to track where to find what information on what disks. Imagine the nightmare of trying to restore a file from 3 weeks ago if you backed up your data every day to CD or DVD, and didn't properly catalogue the information!

When backing up to external hard drives or USB memory keys, there typically isn't a labeling processes followed, and previous data is often overwritten, leaving no retention policies in place.

No matter which of the backup process we've mentioned so far in this article you are using, they are always manually instigated processes, and require an individual to, at every backup, select the folders and files that need to be backed up, copy those folders and files to whatever device it is that they are backing up to, verify that the data copied properly without error, and then label and catalogue the backup. If there is a large amount of data to be backed up, this process can take anywhere from 30 minutes to several hours. It is not uncommon for an employee to dedicate at least 30 hours in any given month to maintaining company data backups. That time could easily double if a data restore is required.

## Storage Space:

### PHYSICAL LIMITATIONS OF REMOVABLE STORAGE

Any removable media that you may currently be backing up to is, by design, physically limited in storage space. While it is possible to purchase external hard drives with over 1 TB (terabyte) of storage space, these devices are often poor quality and prone to drive failure.



FIG 3 - Hard drive detail



FIG 4 - Manually completing regular backups is easily forgotten

Regardless of the storage space you have available, there is always a cap on that space, leaving the looming question of “what now?” when you reach that backup capacity, and an inevitable up-front cost is required to be paid on equipment that will quickly depreciate in value over the next 1 – 5 years.

**Missed Backups:**  
IT'S NOT A MATTER OF "IF", BUT "WHEN"

Due to the fact that all of these backup practices discussed so far require human intervention, there is always the risk of human error, and missed backups. An employee may just forget to complete the required backup, may be out sick, or might take holidays without another staff member assigned to cover for them. A common thought process is “well, it’s just a backup job or two. We’ll get it next time. What’s the worst that could happen anyway?”. When it’s your business at stake, you want to know you can resume business operations quickly and easily if something were to happen to your data.

**DATA BACKUP AND PROTECTION:  
THE NIRIX PERSPECTIVE**

For all the backup risks and challenges a small to mid-sized organization faces, Nirix Technology has designed a unique solution that specifically addresses each of these challenges, in a user-friendly format. Managed Backup for the SMB is available in three easy to understand plans that are tailored to the needs of a small to mid-sized organization and offers several benefits, including:

- Easy to use
- Low, predictable monthly rates
- No contracts to sign
- Return on Investment (ROI)
- Flexible storage options
- Restore from anywhere capability
- Enterprise-grade security
- Knowledgeable and professional support

**Ease of Use:**  
YOU HAVE ENOUGH CHALLENGES

In the age of ‘time is money’, Nirix Managed Backup for the SMB has been streamlined from point of purchase through to daily use. As an SMB, you will soon have the ability to choose and purchase any one of three Nirix Managed Backup plans online, that suits your data protection and backup needs. Your account will automatically activate and there are easy to follow instructions on how to configure your first backup job. After initial configuration through the intuitive GUI (graphical user interface), you can just ‘set it and forget it!’.

For every backup job that is scheduled to run, you will receive a detailed report by email that will notify you of a successful backup, or will note, in detail, any errors that were encountered. Nirix Managed Backup for the SMB frees up more time for company employees, managers and owners to focus on revenue generating activities instead of on tedious manual backups.

**Predictable Costs:**  
KNOW YOUR DOLLAR WILL GO FURTHER

Managed Backup for the SMB is available in your choice of three different affordable plans to meet your data protection and backup needs.

Backup Account Size	Monthly Rate
10 GB	\$15 <sup>95</sup> /mo
25 GB	\$29 <sup>95</sup> /mo
50 GB	\$49 <sup>95</sup> /mo

TABLE 1 - SMB Managed Backup plans

By choosing a plan that will easily accommodate your projected data growth, you receive the benefit of monthly and yearly cost predictability. When initially

purchasing your online Managed Backup account, you will have the option to save even more by purchasing a full year of data backup and protection in advance.

### **No Contracts to Sign:**

**FREEDOM TO UPGRADE OR CANCEL YOUR PLAN AT ANY TIME**

In addition to offering a full version for a free 30-day trial, there are no contracts to sign when you purchase a Managed Backup SMB plan online. You can upgrade or even cancel your Nirix Managed Backup plan without penalty.

### **Return on Investment (ROI):**

**SEE AN IMMEDIATE RETURN**

Because the Nirix Managed Backup for SMB service is delivered online, there is no need for you, as a customer, to purchase any hardware or software to use the service. In addition to hardware and / or software costs previously associated with your data backups, many of the soft costs (such as time spent on managing and maintaining a backup solution) associated with data backup and protection are no longer a factor. When you purchase your Managed Backup for SMB plan online, your account will be automatically activated. You won't have to



FIG 5 - There's no hardware or software to purchase to use Nirix Managed Backup, so you don't have to wait to see a return on your investment



FIG 6 - You're not locked into a contract when you sign up for a Managed Backup SMB plan online

wait for it to be deployed. You will be able to configure your Managed Backup account to include the files you need to protect and start backing up immediately.

### **Restore From Anywhere:**

**SECURE ANYWHERE ACCESS**

Included in your Managed Backup account is a secure online web portal that you can log into from anywhere with a high speed Internet connection. From this portal, you can use your secure login to restore files, no matter where you are.

### **Enterprise-Grade Security:**

**SMB PRICE TAG**

Nirix Managed Backup utilizes bank-grade, 128-bit encryption of your data, and requires you to create a unique encryption/de-encryption key that only you will know. You have the option to subscribe to IP Restriction (limit where your data can be restored to) and Master Password Vault (store your encryption/de-encryption key). In addition to the application security that is inherent to the Nirix Managed Backup service, there are several key facility security measures that are in place at the Nirix data centre.

If you're interested in learning more about the security features of Nirix Managed Backup, make sure to read the back issue of the April 2008 Digest Magazine, which

“...focus on revenue generating activities instead of on tedious manual backups.”

can be found here: <http://www.nirix.com/Resources/Q3Digest-MgBkSecurity.pdf>.

## Knowledgeable and Professional Support:

DIRECT ACCESS TO A TEAM OF EXPERTS

Nirix Managed Backup is supported by a team of experts with extensive training in the service. Professional installation and configuration of your SMB Managed Backup account will be available to add on to your plan when you're making your initial purchase, should you require such a service. For SMBs who have an extensive amount of data, do not have their own dedicated IT team, or have a complex environment, professional installation is a perfect option.



FIG 7 - No matter what size Managed Backup plan you choose, you receive the same level of enterprise support from a team of knowledgeable experts

If at any point you need help configuring your Managed Backup account, or experience technical difficulties, telephone and email support is readily available, at a low per incident cost. The support team at Nirix will have you backed up and running smoothly again in no time.

## DATA BACKUP PROTECTION: PURCHASE ONLINE

Launching soon, Nirix Managed Backup for the SMB will be available for purchase online. It will be easier than ever to make

sure your data is protected and available to you when you need it most.

## Easy Payment Options: PAYMENT METHODS ACCEPTED

All you need is a Visa or MasterCard, and you will be able to easily purchase any of the three Managed Backup for SMB plans. Your payment will be processed on a secure payment site, with transaction verification measures in place. Your credit card information will never be stored by Nirix.



FIG 8 - Payment types that will be accepted when purchasing Nirix Managed Backup

## On-Demand Deployment: AUTOMATIC ACCOUNT ACTIVATION

When you buy Nirix Managed Backup for the SMB online, your Managed Backup account will be automatically activated. Once you download the Managed Backup agent (see FIG 9), you can begin backing up your company critical information immediately.

The Nirix Managed Backup agent will select your desktop and favorites by default to backup, and you can easily customize your settings to backup additional files and folders.

For detailed instructions on how to install and configure your Remote Backup Agent, visit the online Managed Backup How-To guide here: [http://www.nirix.com/MgdBkup\\_WinAgentInstall.aspx](http://www.nirix.com/MgdBkup_WinAgentInstall.aspx)

## BEST PRACTICES

**Read Backup Reports.** While Managed Backup is essentially maintenance free, it is important to review the backup reports that are emailed to you. A backup report is sent whenever a backup job is completed, interrupted or otherwise stopped. The

Buy Now!

## MANAGED BACKUP

1. Address      2. Review Order      3. Payment      4. Activate      5. Receipt

### Receipt

Thank you for your purchase from Nirix Technology. Your transaction is approved and your account activated. A copy of this receipt has been emailed to you. Click the link at the bottom of the page to download the latest version of the Remote Backup Agent to your computer or server. You must configure your Managed Backup account to backup the correct files and folders. Read the [Managed Backup User Guide](#) for instructions on how to configure your account.

QTY	ITEM	UNIT PRICE	EXTENDED PRICE
1	Managed Backup Lite 10GB	15.95	15.95
1	Master Password Vault	4.95	4.95
1	Account Activation (One Time Fee)	15.00	15.00
1	IP Restriction	4.95	4.95

Subtotal: \$40.85  
Shipping: \$0.00  
GST: \$2.04  
**TOTAL: \$42.89**

**Start backing up.  
Download the Remote Backup Agent.**

**Download Now!**

\* All Managed Backup plans are non-refundable and set up to automatically renew monthly. Click here to read our [renewal and cancellation policy](#). Review our [privacy policy](#) and the [terms & conditions](#) of your purchase here.

FIG 9 - Once your transaction is approved, you can download the Remote Backup Agent to your computer or server to start backing up immediately

backup report details the files that were backed up, those that were excluded or skipped and any errors that may have been encountered.

**Customize Backup Schedules and Retention Policies.** Backup schedules and retention policies should be made that logically correspond to the amount of data you backup and the frequency you make changes to your data. It wouldn't make sense for a company who backs up only 10 GB of data per week to set their backup schedules to run twice daily. Alternatively, organizations that have a large amount of data, operate on a 24 hour schedule or have highly critical data that is changed frequently should look at implementing backup schedules and retention policies that would be similar to tape rotations, backing up as frequently as two to three

times a day, and setting retention policies that would, for example, allow them to go back to any file at any hour or day within any week within any month within the last year to three years.

**Test Backups.** It's important to test your restore capability, no matter what backup solution you are working with. By regularly testing your backups and restores, you will mitigate potential problems you would otherwise be unaware of.

**Store Your Encryption/De-Encryption Key in a Safe Place.** For Managed Backup, at initial setup you decide on an encryption/de-encryption key which is required to perform a data restore. If you lose this key, you will not be able to restore your data. An optional service offered by Nirix is our Master Password Vault, where

you can securely store your encryption/ de-encryption key so you will always be able to access your data when you need it most. Even if employees quit or your memory fails.

For more information on Nirix's Managed Backup solution, please see the Resources section of our website (<http://www.nirix.com/Pages/Resources/Resources.aspx>), where you can download copies of past Digest Magazines, which cover security concerns of online backups, how to deploy Managed Backup in a multi-site organization as well as a general overview of and an introduction to the Managed Backup service from Nirix.

Managed Backup simplifies protecting and backing up your data. Backups shouldn't be a technical exercise. From implementation to restores, with Managed Backup you know your data is safe and available when you need it. ✕

## FOR MORE INFORMATION

### Frequently Asked Questions

[www.nirix.com/MgdBkup\\_FAQ.aspx](http://www.nirix.com/MgdBkup_FAQ.aspx)

### Free Trial

[www.nirix.com/MGBK\\_DownloadFreeTrial.aspx](http://www.nirix.com/MGBK_DownloadFreeTrial.aspx)

### Solution Datasheet, TCO Comparison

[www.nirix.com/MgdBkup.aspx](http://www.nirix.com/MgdBkup.aspx) *click the appropriate links found on the right-hand side of the screen*

### Next Digest Magazine

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Topic: New Channel Program

<http://www.nirix.com/Pages/Resources/Digest.aspx>

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