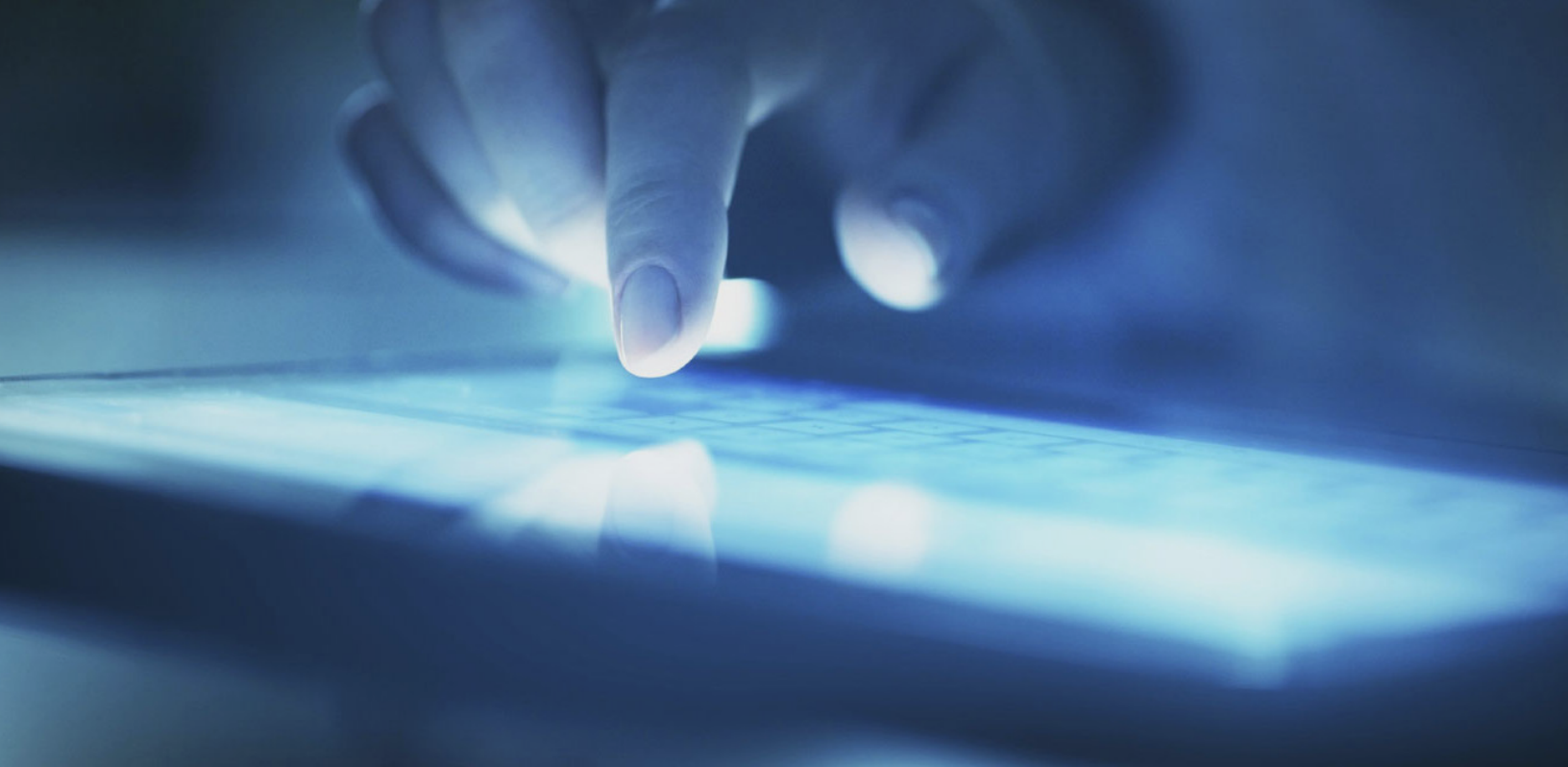




White Paper

Backup in the Cloud





Backup in the Cloud

Cloud backup refers to the method of backing up data and involves sending a copy of data over a network to an off-site server. This is an essential piece of a business continuity strategy. Cloud computing backup is the best way to get off-site backup for your most important business files, though for some, this can be a scary transition. Many people shy away from the concept of allowing their precious data live in a place they can't see, and that's understandable. However, it's time to make a change.

Cloud backup is actually an ex-

tremely secure method for data backup because providers today simply have to offer reliable solutions in order to maintain their business. With cloud backup, data is stored in the cloud, or the Internet, though it's ultimately located on secure infrastructure owned, managed, and maintained by the cloud provider. And when data is stored in the cloud, it is accessible to authorized users whenever they need it, on any device they want to use, from any location. If disaster strikes, businesses maintain up-to-date, clean data in the safe-and-sound cloud environment.

Other backup options include circulating multiple hard drives and keeping them safe in your office (which is vulnerable and tough to remember) or to run a remote server (which is technically challenging). Cloud computing offers a secure, affordable and simple way to backup data off-site and is becoming the go-to choice for many businesses today. The global cloud backup and recovery market is expected to grow at a CAGR of 12.95% through 2020, according to Research and Markets. Let's explore why!

The Benefits of Cloud Backup

Security

There is a disconnect between common perception of cloud security and reality. Just because businesses access their backed up files through the Web doesn't mean their data is suddenly available to everyone. In fact, it's still stored in a data center on physical equipment - this side of it is just managed by a cloud provider rather than the business itself. And these facilities are equipped with plenty of security measures, including sophisticated monitoring systems, multi-layered security safeguards, and central management. Cloud security covers both physical and network security, including encryption, which protects data from viruses and hackers.

And interestingly enough, Gartner predicts that by 2020, 95% of cloud security failures will actually be the customer's fault, not the cloud provider's. Think about it this way: cloud providers have to invest heavily in security if they are going to hold sensitive data on their servers and maintain customers at all. So today's cloud services are highly resistant to attack and are actually more secure than traditional in-house setups in many cases. There's really no significant evidence stating that cloud providers are less secure than an organization itself. And while you may reference highly publicized cloud breaches from recent years, these are either part of the minority, or they were due

to vulnerabilities that were not on the provider side, like weak user passwords. 89.6% of companies experience at least one threat caused by an insider each month. (Cloud Security Alliance)

Industry expert David Linthicum put it extremely well: "Using the cloud is like putting your money in the bank versus under your mattress. Even though your money, or data, is not on-premises, the bank will do a much better job protecting it because it has vaults and security cameras - more than what a single enterprise company can do."



“Using the cloud is like putting your money in the bank versus under your mattress.”



Cost Efficiency

Cloud-based data backup doesn't require huge extra expenses on the business side. Backup is as simple as a download and doesn't require you to purchase any expensive additional equipment, find the space to store it, and assign IT personnel to maintain it. Think about the costs you can eliminate: real estate, equipment, maintenance, training, upgrades, licensing and more. Pretty much all you need is your existing business network, and that keeps costs really low. Businesses get to experience up-to-date technology without actually investing in it themselves, and they gain relationships with experts in the cloud who can share knowledge and answer questions.

Simplicity and Ease

Backing up data in the cloud is also pretty simple. Encrypted data can be decoded and recovered with ease, pretty much at the click of a button - and only by an authorized user of course. This simple model also eliminates IT headaches, as the IT department no longer has to worry about managing backup hardware. They can refocus their efforts on IT development, innovation and the overall growth of the business.

Data Access

Cloud computing backup solutions enable organizations to easily access their data when necessary - and when we say easily, we mean easily. A business can access its critical information from any location, at any time, using any Internet-capable device, including today's popular laptops, tablets and smartphones. This backed up data is also accessible 24x7x365 and can be quickly restored in a disaster situation.

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Breaking It Down

Cloud backup offers:

- Added Agility
- Faster Implementation
- Managed off-site backup infrastructure
- Pay-As-You-Go Pricing
- Reduction in internal resources
- Secure Accessibility

Cloud backup eliminates:

- Secondary sites
- Backup servers
- Added storage
- Off-site backup tapes
- IT headaches

About RapidScale

RapidScale, a managed cloud services provider, delivers world-class, secure, and reliable cloud computing solutions to companies of all sizes across the globe. Its state-of-the-art managed CloudDesktop platform and market-leading cloud solutions are the reasons why RapidScale is the provider of choice for leading MSOs, VARs, MSPs, Carriers and Master Agents throughout the United States. RapidScale is not only delivering a service but also innovating advanced solutions and applications for the cloud computing space. RapidScale's innovative solutions include CloudServer, CloudDesktop, CloudOffice, CloudMail, CloudRecovery, Cloud Backup, CloudApps, and more.

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