



BRINGING YOUR DOCUMENTS INTO THE DIGITAL AGE



**REMOTE DATA BACKUP:**

**THE SOLUTION TO DATA DISASTER**



## REMOTE DATA BACKUP: THE SOLUTION TO DATA DISASTER

Written by: Image Advantage Solutions Inc.

Address: 1-1354 County Road #2  
Mallorytown, Ontario, Canada  
K0E 1R0

Phone: 1-613-659-4620

Email: [sales@imageadvantage.com](mailto:sales@imageadvantage.com)

Website: [www.imageadvantage.com](http://www.imageadvantage.com)

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### **LEARN ABOUT:**

- ◆ The risks of data loss
- ◆ The problems with existing backup solutions
- ◆ What's possible with remote backup
- ◆ The benefits of remote backup
- ◆ Remote backup security

## OVERVIEW

Many organizations are still backing up their important data on either portable hard drives or tape. These models of backup were the best solutions ten years ago when internet speeds were slow and there were no other solutions available. With the advent of high speed internet and reliable, low cost remote backup solutions, it is now possible to back data up securely, safely and remotely using the Image Advantage Remote Backup solution.

## THE RISK

In studies, it's been found that 10% of all hard drives will fail within the first three years of purchase. There is a 5.1% chance that it will die in the first year. Simply put, hard drives are unreliable. Tape and external hard drive backups are time consuming and rely on users to perform the backup tasks and then physically transport the data off-site, often to another building in the same town or city. During transport the data is open to risk from theft from the vehicle. It's often stored at a user's home and the home security is usually much weaker than that of the business. If you haven't had a data failure yet you likely have a friend or family member that has. They are very common. 60% of companies that lose their data will go out of business within 6 months of a data disaster.



## THE PROBLEM

### Tape Backup

Tape backup first came into existence in 1951 when Remington Rand created the first tape drive for backing up large mainframe computers. The tape media has improved since then, very little has changed in the basic technology over the last sixty years.

There are basic problems with this technology such as:

- ◆ The tapes have to be removed from the drive and be physically transported off-site to provide off-site backup capability.
- ◆ The tapes themselves get worn with time and usage and become unreliable. They typically don't get replaced until they physically fail and the backup system notifies the person responsible.
- ◆ The tape writing heads also get worn and become unreliable.
- ◆ It is the responsibility of a specific staff member to swap the tapes and move them off-site.
- ◆ If that person is away, this task often is not performed. Tapes are expensive to replace.



**You don't listen to music  
on tape anymore;**

**why back up your  
valuable data on tape?**

## THE PROBLEM

### Portable Hard Drive

External hard drives have become popular to back up data since about 2007 when the 1-Terabyte hard drive was introduced. 4-Terabyte hard drives are now available.

The problems with backing up by portable hard drive are:

- ◆ There has to be multiple hard drives, often one per work day.
- ◆ Large drives are expensive.
- ◆ The drives have to be physically removed to a remote location. If the staff member responsible is away it's possible this task is not performed.
- ◆ Backup software is required and can be complicated
- ◆ Hard drives are prone to crashes, especially when exposed to motion and rough handling.



## KEY CAUSES OF DATA LOSS

- ◆ 78% Hardware or system malfunction
- ◆ 11% Human error
- ◆ 7% Software corruption or program malfunction
- ◆ 2% Computer viruses
- ◆ 1% Natural disasters
- ◆ 1% Other

## THE SOLUTION

Image Advantage Solutions Inc. offers the “***Image Advantage Remote Backup***”. This is a process where very simple and easy to use backup software is installed on servers and/or workstations which will then backup important data over a basic internet connection to a secure and safe backup location in Canada. In the event of a disaster or equipment failure new hardware can be installed and the data retrieved in a short period of time.

## ADVANTAGES OF REMOTE BACKUP

The advantages of Image Advantage Remote Backup over tape and portable hard drive are:

- ◆ **No human intervention** – Remote backup is ‘fire and forget’; once configured everything happens automatically whereby tape and hard drive require physical transportation to an off-site location.
- ◆ **Security** – Data is encrypted and sent over a secure internet connection. Portable hard drives and tapes may not be stored in secure off-site locations and it’s possible that they can be stolen and the data used for non ethical purposes. The data can also be stolen or damaged in a vehicle during transportation. The data on these devices is often not encrypted.
- ◆ **Off-site and remote backup** – often tape and portable hard drives are not even moved to a remote location but are stored in the same building making loss of data by disaster a very real risk.
- ◆ **Easy of recovery** – recovery of data is very simple and fast with remote backup. Backing up from tape is often very difficult and time consuming.
- ◆ **Reliable** – tape backup can be very unreliable due to aging and wear. Remote backup is extremely reliable as the data is backed up very redundantly.
- ◆ **Low cost** – remote backup is relatively inexpensive especially as compared to having to replace expensive tape drives and tapes.

- ◆ **Simple** – Image Advantage Solutions Inc. staff will configure your initial installation and organize the backup so that backup processes occur in an organized way.
- ◆ **Multi-platform** – Image Advantage Remote Backup works on most common operating systems such as Microsoft Windows, Mac OS X and Linux/Unix so if you change your platform the data is still available.
- ◆ **Task based** – You can configure multiple backup tasks to different sets of data, each with its own rules, filters and schedule options.
- ◆ **Hot database backup** – Image Advantage Remote Backup allows databases such as Microsoft SQL to be backed up while they are in use. You don't have to shut them down, back them up and restart them like older technology.
- ◆ **Efficient data transmission** – Daily backups are fast and efficient because except for new files only the changes of backed up files are transmitted.
- ◆ **Web access to data** – Through a secure web access you always have access to your data.
- ◆ **Multiple computer backup** – with older technology most organizations only backup the servers. With Image Advantage Remote Backup every computer in the organization can have its valuable data backed up.



## **SECURITY**

Powerful encryption, Secure Sockets Layer (SSL) and SOAP message signing. These are just a few of the security technologies that ensure your data is optimally protected with Image Advantage Remote Backup. For instance, 256-bit AES encryption guarantees that any data you send via the Internet is always optimally encrypted. We also offer powerful authentication capabilities, thus ensuring that only authorized parties are able to access your data.

## **INSTALLATION AND TRAINING**

Image Advantage Solutions Inc. comes to your location and installs the backup software on your computers. Data sets are then defined and rules created for when they are to be backed up. Users are then trained on how to add data sets and revise the settings.

## **SUPPORT**

Trained Image Advantage Solutions Inc. staff members are ready to support you with any questions or issues that you may have. A full set of manuals comes with each system. Emails can be customized to be sent to users on the status of their backups.

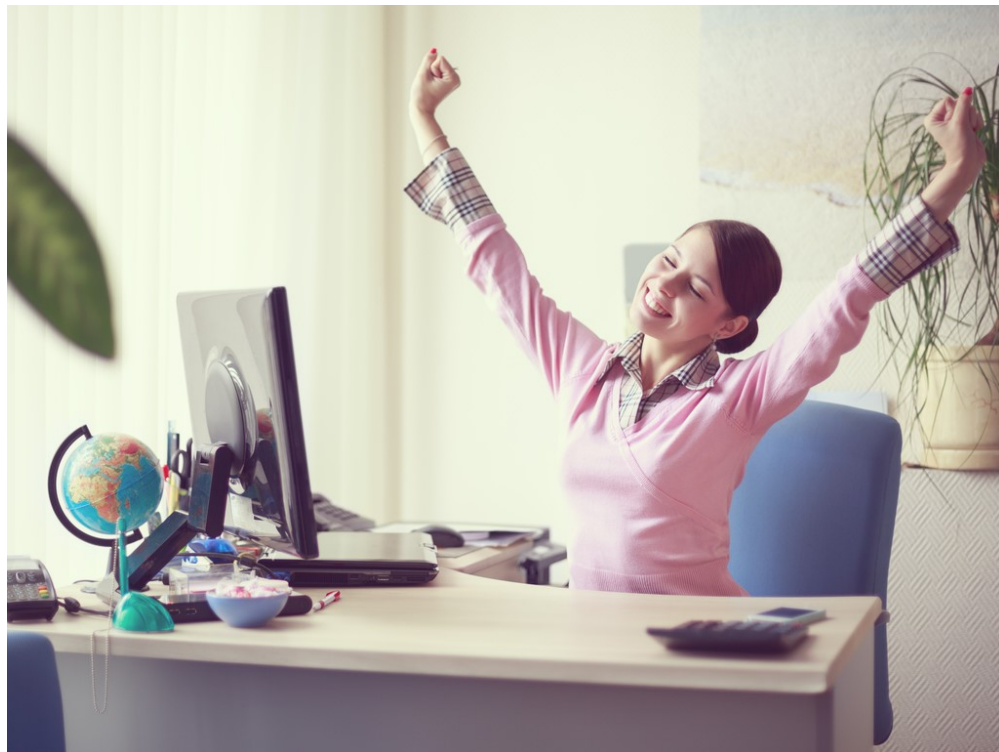
## **CANADIAN OWNED AND LOCATED**

All components of Image Advantage Remote Backup are Canadian owned and located in Canada. All data is stored in Canada.

## THE IMPORTANCE OF BACKUPS

Your most important business asset is your people, your second... data. After all, without customer information, order details or product data, you will not be able to perform any business activities. Imagine partially or even completely losing your business data. It could mean the beginning of the end. At the very least, it would damage your company image, something that the competition could use to its benefit.

Image Advantage Remote Backup offers you the peace of mind that comes with the knowledge that your data is safely stored at all times. This software for automatic online and local backup and recovery of business data to disk offers all the functionality that is needed for reliable backups and, it goes without saying, reliable recovery in the event of a system failure or disaster. Added to which, Image Advantage Remote Backup allows you to benefit from a level of service and support that no other vendor is able to provide.



## SUMMARY

Business owners and government managers often don't think about remote backup until there is a disaster and all of the data is lost. Data is one of the most important assets of an organization and data loss usually means going out of business. Image Advantage Remote Backup is an easy, inexpensive, safe and secure solution.

For a free one month trial please contact:

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