

Online data backup VS external hard drives

Assessing the most effective method of protecting your data

Does your business depend on your company data and information?

Do you backup to external hard drives or memory sticks?

Are you concerned about the security of your data backups?

We appreciate just how important this information is to your business. As a dedicated provider of backup services to companies across the UK, we are the experts in understanding your requirements.

External memory devices - cheap and cheerful

External hard drives or smaller memory sticks are often used for data storage. They are easy to use and inexpensive to buy which makes them a cheap medium to store data on. The key words here are "store data". Essentially all you are doing is creating a copy. If you then store this copy close to the original source you are increasing the risk of losing your data, be that from fire, flood, theft etc.

Increase the efficiency and security of your data backups

Online data backup is an excellent alternative to an external hard drive or memory stick. It enables you to protect critical data automatically and off site for a simple monthly fee. On demand or on a set schedule, your data is encrypted and sent to our two UK data centres, meaning that in the event of a data loss you can have total peace of mind that your data is fully backed up and quickly recoverable. Our intuitive software also keeps a history of the last 30 days changes. If you make an accidental change during this time you simply restore the original file before the change was made. Similarly if a file is deleted in error you can restore within this period.

Is Your
Data SAFE?



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Solution Comparison Table

	External drive backup	Online Data Backup
Initial costs	Low – external drives are moderately priced, smaller memory sticks are cheap to produce and so sell	None – it's free to sign up and there are no setup fees, just a predictable monthly cost; depending on how much you want to back up
Total cost of solution	Moderate – cost for time of manual backups and new devices when limits are exceeded means that the total cost is higher High – daily full backups are required and testing to ensure devices are working correctly is very time consuming	Low – Per GB monthly fees means that your cost reduces the more your data grows Low – management of the backup process can be done by the user. UK technical support is provided 24/7 at no extra cost
Maintenance/support	Moderate – if a large device is purchased it will last longer. Cheaper smaller devices will hold less data and will need to be replaced more often.	High – we manage the growth of the infrastructure enabling your data volumes to grow without your concern
Scalability	Low – devices can be lost, stolen or damaged in even the most well managed backup procedures and are often in an un-encrypted format	High – two copies of your data are stored in an encrypted format in multiple high security data centres
Data Security	Low - backups need to be performed manually to a memory stick. Even automation software requires manual intervention to remotely store copies	High – the entire backup process is managed by the client software and storage network, just set and forget.
Automation	Low - external hard drives and memory sticks are fragile, and if dropped or damaged can malfunction easily	High – data is held on secure servers at dual sites. All are monitored and engineers are on call 24/7
Reliability	Low – time consuming processes are required to restore data. Test data restores need to be done regularly to ensure devices are recording data correctly	High – individual or multiple files can be restored quickly and easily by the user
Ease of data restore	Long – Large data volumes and longer working hours are continually shortening tape backup windows	Short – backups can take place whilst users are working and incremental backups shorten the backup cycle
Backup window		