

## 321-Backup<sup>®</sup>

### Simple, Safe & Secure Data Backup Technology

The name 321-Backup<sup>®</sup> derives from a foundation of best practices that create and maintain at least three copies of all critical data. With three secure copies (two media types and one offsite type), critical business data is safeguarded with 321-Backup. Although there are many types of failures ranging from human error to fire, water damage, viruses, and malware, with 321-Backup we can quickly restore your business operations from one of the three, securely-stored copies.

Developing a backup solution which meets the individual needs of your business is what our team is trained to do. With reliable, secure backup technology, enterprise backup monitoring is made easy across entire businesses. Designed with a cloud-based architecture, 321-Backup mitigates data loss by providing an affordable, powerful, and scalable backup solution to ensure business continuity.

#### The 321-Backup Difference

In the case of cryptographic malware such as Cryptolocker or WannaCry, malware is known to infect PCs and encrypts all user data stored therein; data is rendered virtually useless and impossible to access. In some cases, malware can also

follow paths mapped to PCs and further infect other copies of stored network data through encryption. If there are only two copies of the data and malware infected both, you will lose all data unless you pay a hefty ransom to get your data decrypted by the hacker.

Having a third copy of your data, stored offsite (air-gapped or separated from your network) in the cloud is a wise business investment. The malware cannot reach this third, offsite copy, and you can easily recover your data from the cloud backup copy created by 321-Backup.

#### Don't be a victim, protect your data for as little as \$15/month.

With our secure technology design, 321-Backup also takes precautions when creating the network attached storage (NAS) copy of your backup to securely hide your path to the NAS – diminishing the risk of malware reaching your data backup. 321-Backup has been successfully used to restore many customers' data who fell victim to cryptographic malware.

Backups can be complicated due to business requirements, but 321-Backup provides a reliable, affordable platform that serves a wide variety of business needs on both PCs and Mac OS. The following are just three important considerations when exploring the need for data backup.

### Recovery Point Objective (RPO)

RPO is how frequently backups are made, and represents the maximum amount of data your business could afford to lose in the event of a catastrophic failure. When a failure occurs, businesses lose the data generated from the last time the recovery point (backup) was captured. Understanding how data is generated and the RPO requirements of your business is an important consideration.

### Recovery Time Objective (RTO)

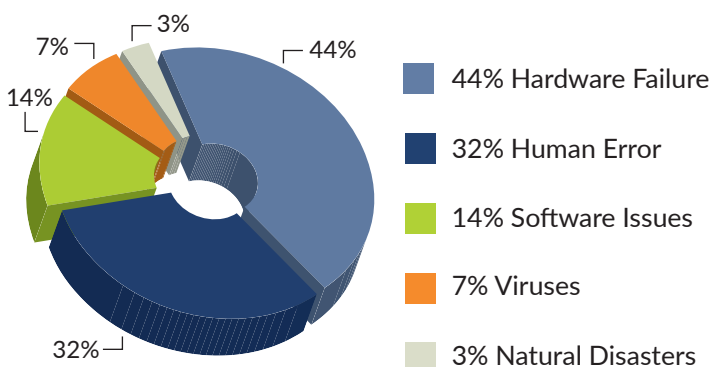
RTO is how long it takes to recover after a failure occurs. For example, it typically takes longer to recover data from the cloud than it takes to recover from a local NAS copy of your data. 321-Backup can also create a full standby image backup which can be put into service very quickly in the event of failure by using virtualization technology.

### Data Archiving

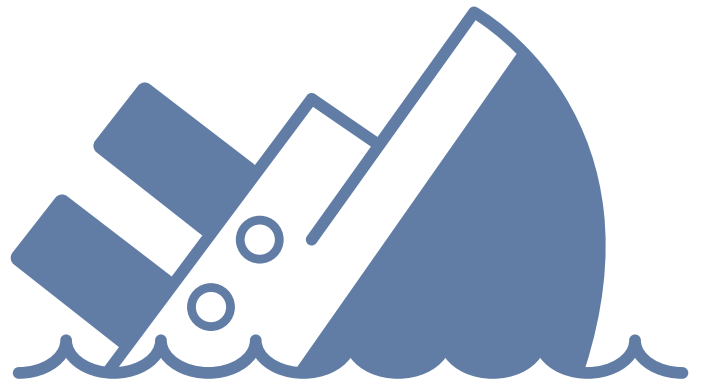
To illustrate the need for archiving, consider the following scenario. Bob works as an accountant in ABC Company. Once every quarter, Bob compiles quarterly employment information and sends it into the state. One day, Bob decides to take another position. 45 days after Bob leaves, Jane starts and she has to prepare the state employment report. However, Jane doesn't have a copy of the report,

## The Average Cost Is \$44k/Outage Hour For A Mid-Sized Company<sup>1</sup>

### Top 5 Causes Of Data Loss



Note<sup>1</sup> - BackupAssistTM, "Backup Statistics By The Numbers (Infographic)"



## 70% OF BUSINESSES Sink Due To A Data Disaster<sup>1</sup>

and Bob's backups (which were retained only for 30 days) have been removed, and there is no way to retrieve the files. This scenario brings us to two important points:

1. Within 321-Backup, the archiving feature allows backups to be taken at periodic intervals (at the beginning of each month, for example) and stored indefinitely.
2. When this feature is turned on, archiving enables backups to be recovered as long as the PC isn't removed from the 321-Backup system, and the recovery key and account information are retained.

### Primary Features:

- 24/7 Monitoring
- Offsite Replication
- Individual File Recovery
- Unlimited Archiving
- Military-Grade Data Encryption
- HIPAA & PCI Compliant
- Simple Web Based Interface
- Backup Files & Folders
- Network File Backup
- System State Backup
- Hot Standby Image Capability
- Windows 7 to 10, Server 2008 to 2016
- Mac OS Compatible
- PC Compatible

"If it is worth keeping, it is worth backing up."

— T.E. Ronneberg, Web Developer

