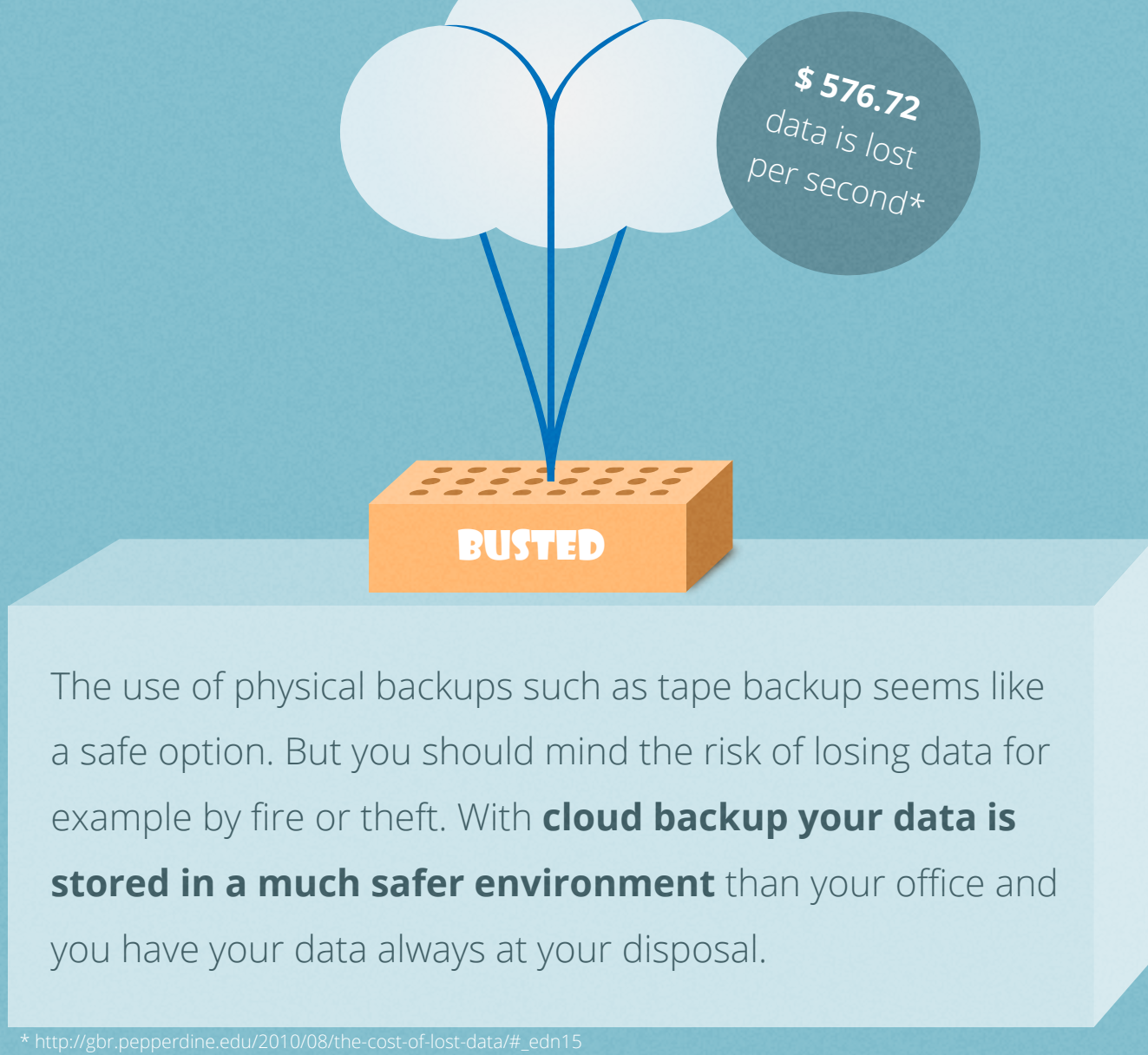


CLOUDBUSTERS

THE 5 CLOUD BACKUP MYTHS

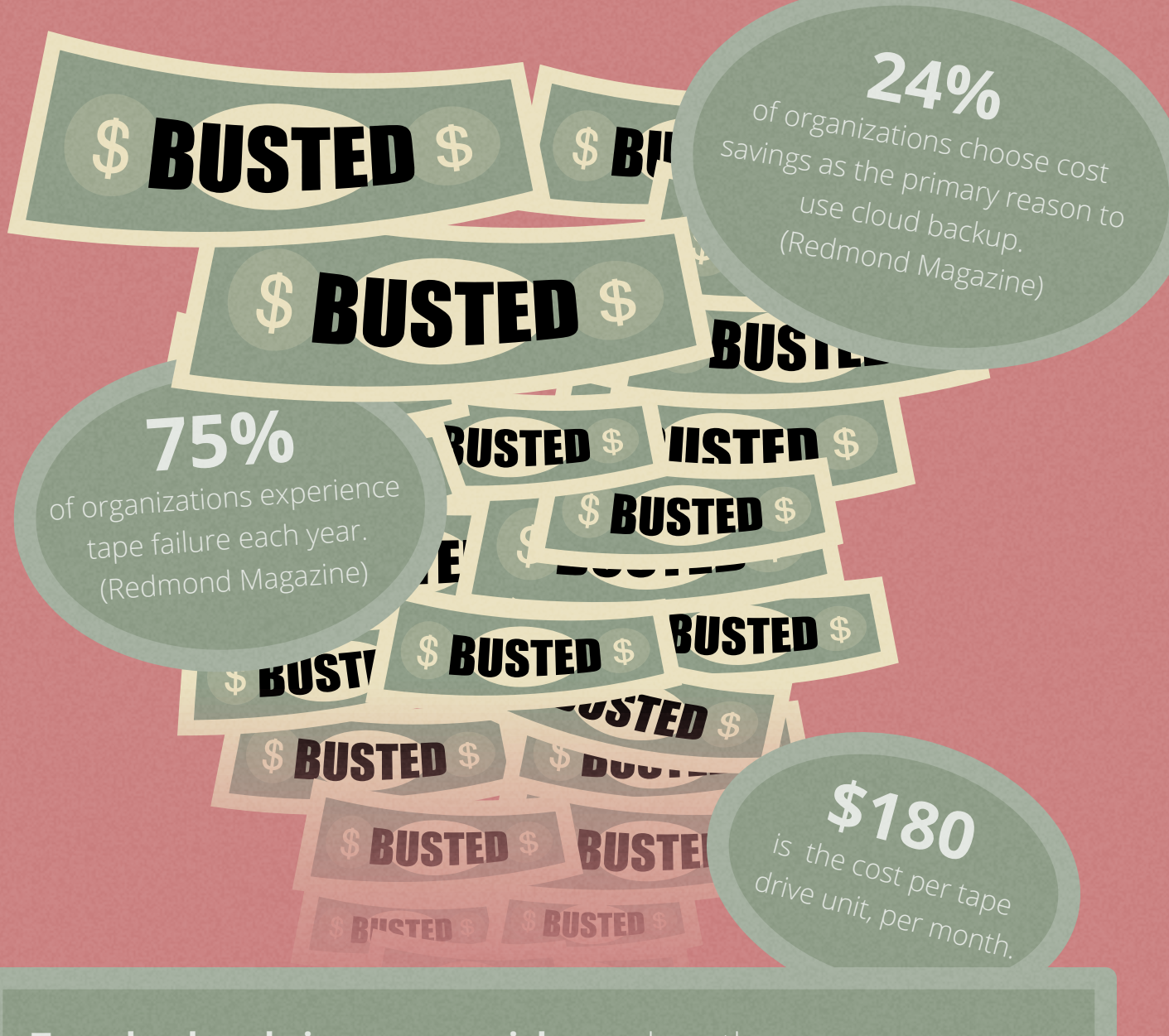
MYTH 1

“ Physical backups are safer than cloud backups ”



MYTH 2

“ Backing up to tape saves money ”



Tape backup brings many risks, such as the vulnerability of the tape medium, the **manual and irregular process** and the possibility of tape loss by **accident or theft**. Data loss is a huge jeopardy for your business continuity and, because of the many actions needed for recovery; it is unnecessary loss of time and money.

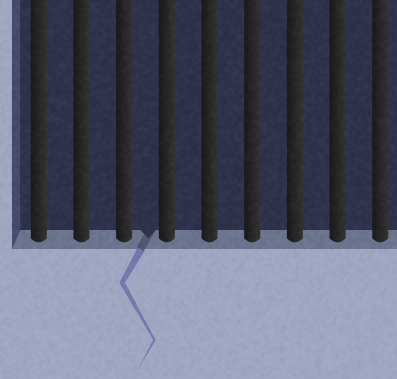


MYTH 3

“ Confidential data is not safe off-site ”



Cloud backup software encrypts before it is transmitted to your personal cloud environment. **Every user has his own private key so nobody else can access his data.** In addition, all data is transmitted via a secure SSL connection so malicious hackers can't intercept it.



** <http://www.forbes.com/sites/joemckendrick/2012/06/20/cloud-computing-simply-isnt-that-scary-anymore-survey/>

MYTH 4

“ I have a slow internet connection so I can't use cloud Backup ”

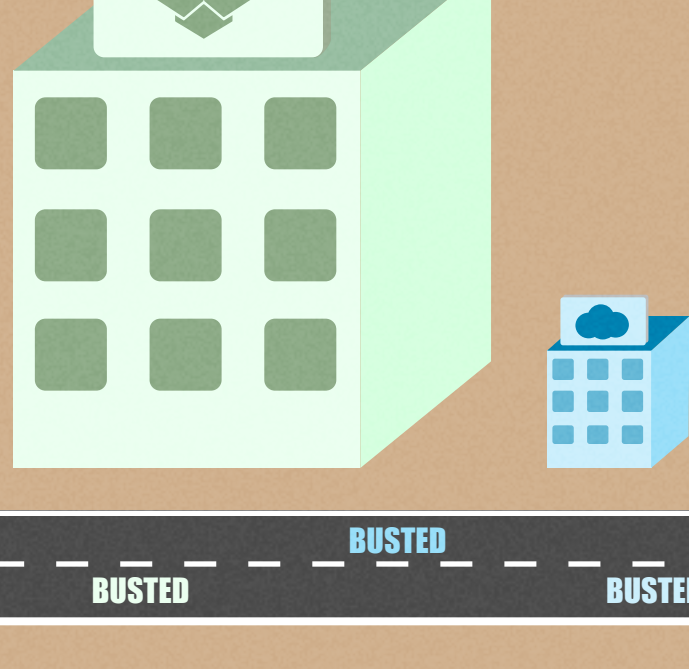


Data reduction technologies make cloud backup very efficient. After the initial full backup only changes will be transmitted, and incremental backups are used. This results in very little data transmission and **large data sets that can be synced in a limited backup window**. This means Terabytes in minutes!



MYTH 5

“ Free cloud services are just as good as paid ”



Don't let the price fool you. If the price is too good to be true, it usually is. Free services can be free because for example uptimes are low, data is not stored redundant, the bandwidth is throttled, the provider claims ownership of the data etc. If you want to guarantee your business, trust your data to a Class A backup provider.

Want to learn more about cloud backup software?
Contact us and we will tell you all about it!

BackupAgent®
www.backupagent.com