**HYBRID BACKUP**

THE BEST PROTECTION
FOR YOUR DATA

**CARBONITE**

# DISAPPEARING DATA

There are two kinds of companies: those that have lost data and those that will. Why, when most companies are using some form of backup?

**Keep reading to find out.**

80%

**FREQUENCY OF DATA LOSS[1]**

**Over 80%** of small to mid-sized businesses have lost data.

## COMMON CAUSES OF DATA LOSS

- Human error
- Malware or virus
- Computer or disk corruption
- Deleted virtual machines
- Natural disaster

## THE COST OF DATA LOSS[1]

$8,220 /hr.

**Very Small Businesses**
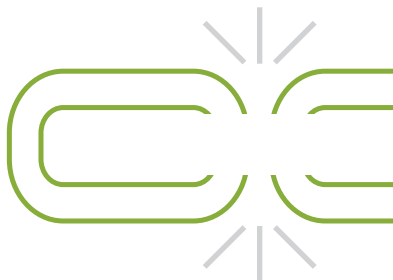(<10 employees)

$10,790 /hr.

**Small Businesses**
(10-99 employees)

$25,600 /hr.

**Mid-Sized Businesses**
(100-499 employees)

## ON-SITE STORAGE VULNERABILITIES

Any on-site storage device can be prone to failure



**Magnetic Tape**

Degrades over time or in hot, humid environments

**Hard disc drive** (HDD)

Can fail within the first few months of operation

**Solid state drive** (SSD)

Durable but may fail without warning

**USB drive**

Easily misplaced

## SINGLE POINT OF FAILURE

**A part of a system where, if it fails, the entire system will stop working.**

Using only one backup method creates a single point of failure that could result in data loss and downtime for your business.

**3**

### THE 3-2-1 BACKUP RULE

The 3-2-1 Backup Rule is a blueprint for an effective backup strategy. It states:

**2**

**Have 3 copies of your data**

**In 2 different storage types**

**With at least 1 copy off-site**

**1**

### HYBRID BACKUP HELPS SATISFY THE 3-2-1 BACKUP RULE

It uses both on-site and cloud targets for reduced recovery time and higher system availability.

### WHEN IT COMES TO BACKUP, 1 IS NONE

A local **IT infrastructure failure or natural disaster** could cut you off from critical business data. The safest way to ensure your data remains protected is through hybrid backup, with at least one copy on-site and one in the cloud.

## NONSTOP PROTECTION FOR NONSTOP BUSINESS

Carbonite provides cloud and hybrid backup solutions for better protection and faster recovery of all your business data.

[carbonite.com](carbonite.com)

**CARBONITE**™