

## Backup or Archiving?

Here's why you want to consider both

While backup and archiving are often talked about in the same breath, they both play a unique role in protecting the organization and keeping its data safe. So which solution is best for you? Modern workplaces are finding that they need both. Backups provide you with a copy of your current or recent data that you can use to recover if data has been maliciously or accidentally deleted. Whereas archiving is a repository of immutable data that needs to be stored over a period of time. In other words, backups are for recovery and archive is for discovery. These two solutions complement each other to keep your organization and its data safe from internal and external risks.

### Current Challenges:

**Keeping the organization and your data secure is more challenging than ever before.**

- Volume and sophistication of threats continues to increase
- SaaS data is rapidly expanding and often overlooked for backups
- SaaS vendors only back up their infrastructure, but it is the organizations' responsibility to back up their own data
- Expanding regulations makes it more laborious to comply with data security and retention laws
- Fostering a safe workplace culture and equipping the business to defend itself in litigation is becoming more challenging as communication methods evolve

### Solution Opportunities:

**Strengthen your organization's resilience while achieving compliance by pairing Cloud-to-Cloud Backup with Information Archiving.**

- Restore data quickly with point-in-time recovery
- Avoid unexpected SaaS data loss by backing up your own data
- Ensure business continuity for critical SaaS applications
- Stay ahead of changing regulations by archiving all business communications
- Proactively protect your workplace by quickly identifying and remediating risks

### Protect your organization from different angles

**Cloud-to-Cloud Backup simplifies security and resilience for IT**

- Protect the organization from accidental or malicious data loss
- Restore lost or damaged data
- Back up third-party applications and services
- Microsoft, Google, Salesforce, Box and Dropbox all recommend using a third-party service to back up your data

**Information Archiving simplifies compliance for IT, Legal and HR**

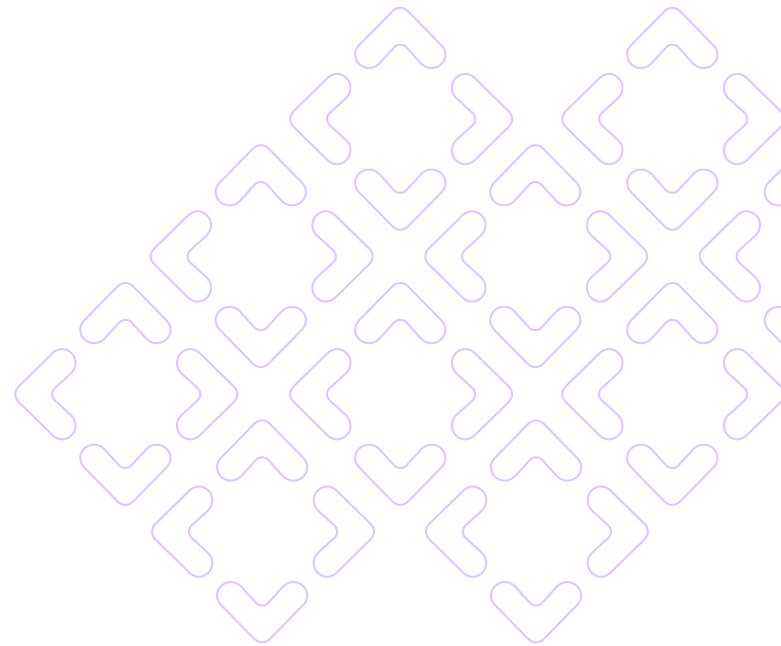
- Store immutable copies of data
- Achieve complete visibility with multichannel archiving
- Defend against unexpected litigations and lawsuits
- Protect your organization proactively and uphold your code of conduct
- Comply with industry regulations and compliance standards

## Information Archiving

- Unified Archiving helps you stay ahead of changing regulations
- Unlimited cloud-based storage and eDiscovery
- Tracks user activity at the message level
  - Archive more than 50 different data sources (IM/Collaboration Tools)
- WORM-compatible storage
- SimplyShare helps you conduct quicker, more secure investigations
  - Easy search capabilities allow investigations to be run without IT's help
  - Intuitive, modern interface
- Safely and securely share archived data
  - Without setting up a SFTP site or sending an external hard drive

## Cloud-to-Cloud Backup

- Automated SaaS Backup helps you protect business critical data
  - Microsoft 365, Google Workspace, Salesforce, Box, Dropbox and more
- Point-in-time recovery helps you restore the exact data you want to retrieve
  - Choose a point-in-time and/or hierarchy (mailbox, site, folder, doc, etc.)
  - Easily search or browse daily snapshots
- Unlimited storage and retention make it easier to extract the data you need



### About Carbonite and Webroot

Carbonite and Webroot, OpenText companies, harness the cloud and artificial intelligence to provide comprehensive cyber resilience solutions for businesses, individuals, and managed service providers. Cyber resilience means being able to stay up and running, even in the face of cyberattacks and data loss. That's why we've combined forces to provide endpoint protection, network protection, security awareness training, and data backup and disaster recovery solutions, as well as threat intelligence services used by market leading technology providers worldwide. Leveraging the power of machine learning to protect millions of businesses and individuals, we secure the connected world. Carbonite and Webroot operate globally across North America, Europe, Australia, and Asia. Discover cyber resilience at [carbonite.com](https://carbonite.com) and [webroot.com](https://webroot.com).

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