THE ULTIMATE GUIDE TO DATA BACKUP:

Demystifying Secure Data Protection

AvePoint

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Introduction

Modernizing Data Backup for Effective Protection

Is your data protection strategy future-proofed ?

Data is an extremely valuable – and vulnerable – asset. As cybercrime and data generation soar, many businesses are wondering if their current data protection strategies are enough to meet the demands of modern data-driven businesses.

- 82% of IT decision-makers are concerned that their organization's existing data protection solutions won't be able to meet all future business challenges.
- 77% of organizations experienced at least one breach last year, according to Forrester Research.

To address this challenge, many organizations are turning to Backup as a Service (BaaS) or cloud backup. These solutions offer increased security, scalability, and accessibility, making it easier for businesses to protect their data.

However, cloud backup is a crowded market, and not all backup is the same. With so much information available, it can be overwhelming to separate myths from facts to choose the right backup provider for you.

We have you covered: Whether you're a small business owner or a larger enterprise, this guide provides you with the facts you need to implement secure data protection. By understanding the changing demands of data protection and developing a purpose-built backup strategy, you can keep your valuable data safe and secure.

Let's get started ⟩⟩⟩

4 Reasons Why Cloud Backup is Superior

When it comes to data protection in today's evolving data landscape, cloud backup solutions are emerging as the clear winner.

Let's dive deeper into cloud backup's top benefits and why it's a must-have for modern businesses.

Cost reduction: Traditional backup methods require businesses to invest in expensive hardware, software, and personnel to manage the backup process. SaaS-based backup eliminates the need for these expensive investments, as well as the need to manage and maintain them. This reduces costs significantly and frees up IT resources to focus on other priorities.
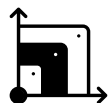
Scalability: As businesses grow and generate more data, traditional backup methods can become cumbersome and difficult to manage. Cloud backup, on the other hand, can easily scale to meet the needs of growing businesses, enabling businesses grow without having to worry about whether their backup solution can keep up.

Faster recoveries: With traditional backup methods, data is stored locally, which means you need to physically access the backup device to recover the data. With a cloud backup solution, the data is stored remotely and can be accessed from anywhere with an internet connection, enabling businesses to recover data quickly and efficiently.

Purpose-built: Cloud solutions were designed to back up cloud workloads, not repurposed as the cloud gained popularity like some traditional solutions. Cloud backup solutions are better equipped to handle the complex settings and structures critical to your digital workplace, ensuring your business can recover your data and get back to normal operations quickly and seamlessly.

By 2025, **55% of organizations** will have adopted a cloud-centric data protection strategy.
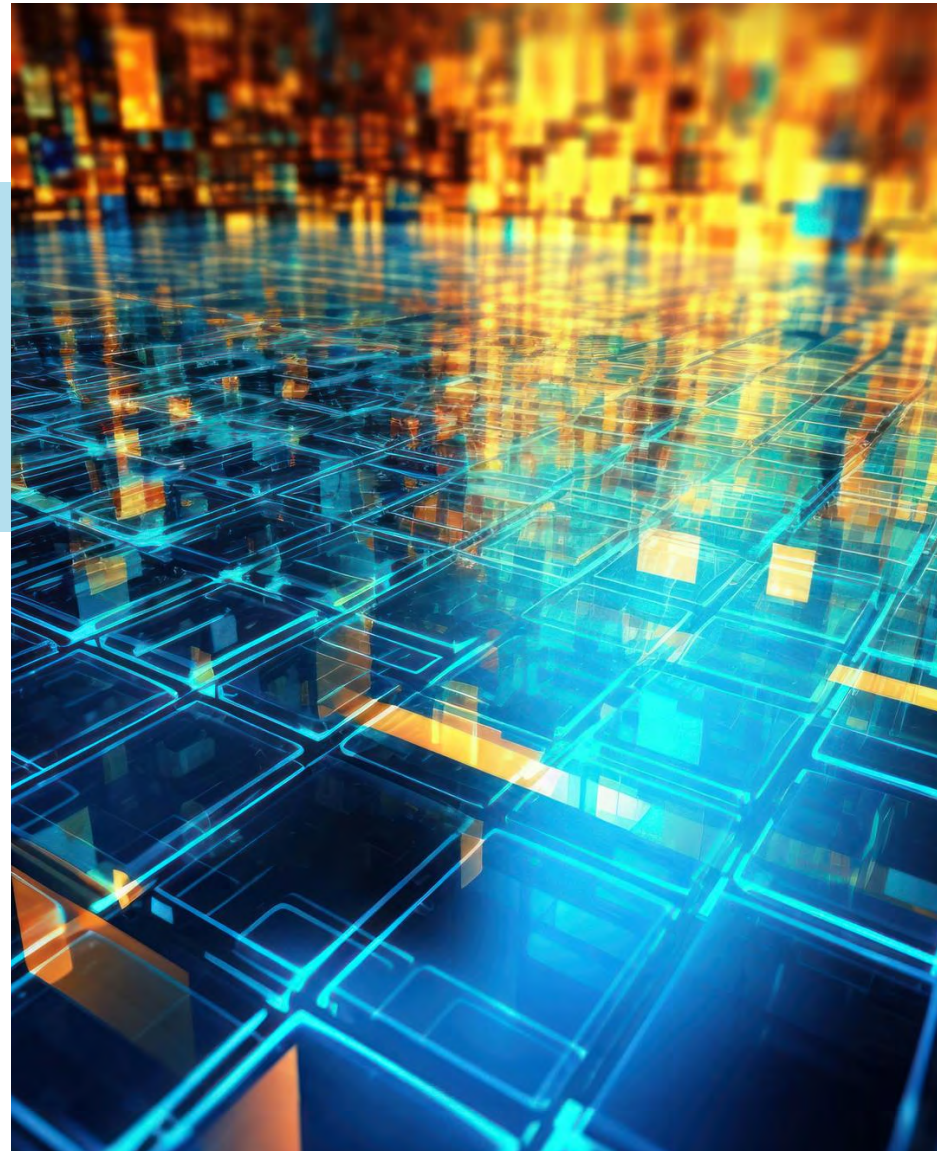
Source: IDC

Demystifying Modern Data Protection

With cloud backup's rising popularity come misconceptions and myths that can make it tough to navigate data protection providers.

But with the right knowledge, you can confidently make informed decisions about your company's data protection strategy.

Let's debunk some common backup concerns and myths!

Myth 1: All backup is the same.

BUSTED.

While many backup providers offer basic features, they often only specialize in certain types of data or offer a limited range of capabilities. This means that some workloads may be left unprotected and vulnerable to downtime, or some data won't be protected at all, like critical settings and permissions; that makes these backup solutions more of a half-measure than a truly comprehensive solution.

AvePoint Cloud Backup isn't just file and folder backup. It's designed to be application aware of the workloads it protects, ensuring more comprehensive protection and faster, more efficient data recovery, with cutting-edge features like automatic backups, granular, item-level restores, intelligent tiered storage and tailored retention policies integrated with the SaaS platforms it protects. Our solution recovers the apps, settings, permissions, configurations, classrooms, workspaces, memberships and metadata in the way you remember, without cumbersome recovery folders or incomplete restores.

Comprehensive protection means *AvePoint protects everything,* not just some things.

"

The amount of work that had to be done has completely changed. AvePoint Cloud Backup being automatic makes it so simple. We don't have to worry about anything and a recovery takes only about four clicks. From a backup management perspective, Cloud Backup has removed 90% of our time costs."

-Robbie Armstrong, IT Manager, Walls Construction

Learn more
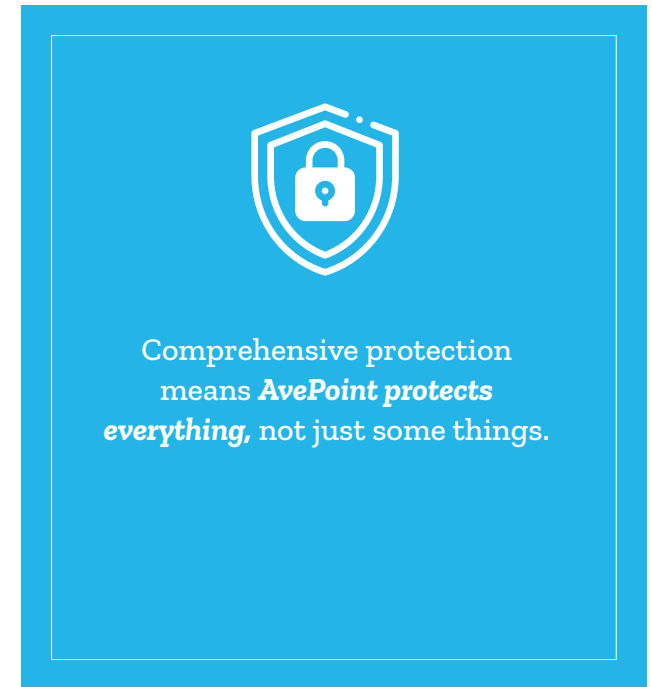
Myth 2: Native backup is better than third-party solutions.

Organizations using multiple data protection vendors are **44% more likely to have experienced a cyberattack or incident** in the last 12 months compared to those using a single vendor.

Source: Global Data Protection Index Snapshot

BUSTED.

Relying on first-party backup solutions often means settling for basic protection, as these solutions often lack the comprehensive backup and recovery capabilities of third-party options like AvePoint Cloud Backup.

Native solutions also only cover their own platform, meaning you need multiple backup solutions to secure your entire workplace. This ultimately comes with a far higher TCO (total cost of ownership) as you now have to train staff on multiple technologies and cannot benefit from bundling or centralized monitoring.

As the Leader in Multi-SaaS backup, Cloud Backup's advanced features like incremental backups, flexible, granular rollbacks, and point-in-time or even in-place restores offer comprehensive protection for Microsoft, Google, Salesforce, and more, securing all your organization's data and applications in a single solution.

"

Consolidating our backup [for Microsoft 365, Dynamics 365, and Salesforce] to one vendor and not having to jump between different solutions saves us time. Also, renewing licenses once to cover the backup of our systems is much more manageable."

-Kat Bedocs, Business Collaboration Analyst, Esri UK

Read more

Myth 3: Cloud backup isn't as secure as traditional data backup.

BUSTED.

Security is more complex on-premises, requiring on-site staff and technical know-how. Cloud vendors take responsibility of security of hosts, network, and data center, leaving less room for error than manual, on-site security measures.

Further, many backup vendors like AvePoint take strong precautions to ensure there is never inappropriate access or use of your data by unauthorized persons, either external or internal. AvePoint Cloud Backup also offers advanced security capabilities like data encryption in transit and at rest; single sign-on authentication; and delegated administration.

But beware! When you partner with a cloud backup provider, you inherit their level of commitment to organizational security. Before selecting a provider for cloud services or solutions, it's important to assess their security capabilities and ensure they meet your business's standards for data protection.

"

With AvePoint Cloud Backup, our security has improved. We have better backup and easier restore, and it's easier to get more people to restore. We don't have to think about it."

-Ole Jørgen Berg, IT Consultant, Værnesregionen

Find out how

With **over 20 FedRAMP (moderate) authorized solutions,** SOC 2 Type II, ISO:27001, and STAR certifications, you can rest easy knowing your data is safe with AvePoint.

Myth 4: It is impossible to meet data privacy regulations when storing data on the cloud.

BUSTED.

Cloud-based data storage can make it easier to comply with data privacy regulations, as cloud solutions like AvePoint's are designed to meet and exceed global security and compliance standards, including ISO 27001, FedRAMP, HIPAA, and GDPR.

AvePoint Cloud Backup enables data availability for data subject requests and appropriately archives and backs up data on a scheduled basis. What's more, AvePoint is the only vendor that also provides defensible destruction of both active and inactive data, including backups.

With Multi-Geo support and 15 data centers worldwide, backup data can be stored and managed in-country and in your own storage, guaranteeing data security and sovereignty.

Cloud Backup supports local, federal, and industry-specific compliance regulations, and AvePoint offers expertise and capabilities to support data privacy, security, and accessibility requirements.

"

AvePoint Cloud Backup has helped us comply with the Mitigation Strategies to Recover Data control from the ACSC Essential 8 and related Australian Government Information Security Manual control."

-Andrew Chambers, Executive Manager, Information and Technology, Regional Investment Corporation

Get the full story

Myth 5: Backup has nothing to do with the rest of your tech stack.

BUSTED.

Backup is essential but insufficient on its own to build a comprehensive approach to a digital workplace. A solid strategy that includes governance, archiving, security monitoring, policy enforcement, risk assessment, and SaaS management is crucial to avoid data loss, compliance violations, and downtime.

By choosing a provider like AvePoint that offers a comprehensive platform to optimize SaaS operations and secure collaborations, organizations can streamline their technology strategy and reduce the risk of data loss or compliance violations. This approach also enables organizations to focus on leveraging their data to drive business growth and innovation without having to worry if it's secured, managed, and governed effectively.

"

The big advantage of using two solutions from the same organization is that you can define your archiving strategy in line with a backup strategy. It allows us to be more aggressive with our archiving settings because we know a backup is always available."

-Bas Kemperman, Head of Competence Center Business Applications, Hero Group

Read more

The AvePoint Confidence Platform is the most advanced platform to optimize SaaS operations and secure collaboration, powered by a data orchestration engine that guides your digital transformation.

Talk to an expert.

AvePoint: Your Modern Cloud Backup Partner

With knowledge and expertise around data structures and management, AvePoint understands the complexities of the modern digital workplace. Our cloud-based backup solution not only backs up data, but also protect crucial settings, configurations, and permissions that are critical for businesses to operate smoothly.

When Cloud Backup is paired with our full suite of cloud solutions, you'll have the tools you need to maximize the value of business data, ensure its accessibility and security, and protect against security threats and risks.
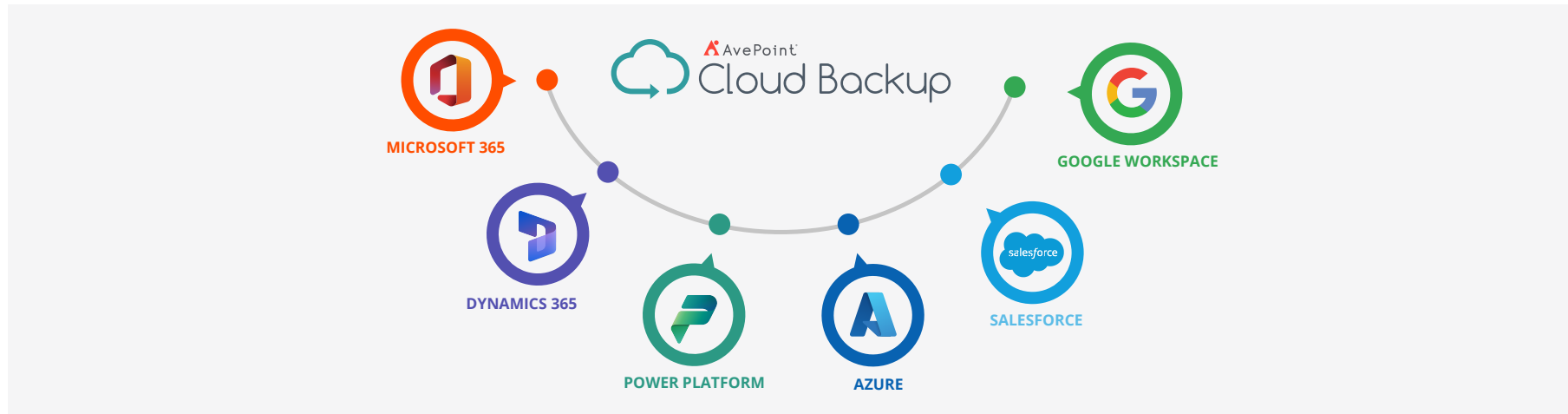
"

They said, 'Yeah, we do cloud backup' and we took their word for it — but then we found out there were limitations on the restore process and getting your stuff back."

-Christopher Roy, VP of Information Services, Upstate Cerebral Palsy

Learn more

Cloud Backup: the Leader in Multi-SaaS Backup & Recovery

Comprehensive Backup

An unlimited backup service for your business-critical collaboration within Microsoft 365, Azure, Dynamics 365, Power Platform, Google Workspace and Salesforce.

Recover in Minutes, Not Days

Without having to pick up the phone, schedule restore windows, or perform site-level rollback, easily restore your applications to ensure your data is back where it belongs in no time.

Efficient Self-Service Restores

Automatic self-service restores through ReCenter help you connect your users with their lost data quickly and efficiently, making recovery from any data loss scenario a breeze.

Worry-Free Backup

We run automatic backups up to four times a day and retain 100% of your data. Unlimited backup subscriptions give you the flexibility you need, and the protection you want.

Backup on Your Terms

Choose our scalable Azure Storage, or for some sources, an AWS option is also available. You can also choose to store your backup data in your private cloud or in a data center of your choice.

Customizable Backup Policies

Create custom backup policies to meet your unique needs. Back up certain files, folders or entire applications with ease. Your data protection, your way.

Additional Resources

Learn More 🔍

- *Gartner Market Guide for Backup as a Service*
- *Meet the Changing Needs of Data Protection in Cloud and SaaS Applications*

Watch Now ▶

- *How Cloud Backup Can Improve The Employee Off-Boarding Process*
- *The Real M365 Backup Scenarios You Need To Cover*
- *Ransomware: Prevention, Response, and Recovery*

Get Started 🚀

- *Request a Demo of Cloud Backup*

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