

3,2,1 BACKUP



The Power of 3-2-1

Many are Unprepared - is your business ready?

While people and businesses rely on data more than ever before, there has never been a time when there have been more threats to that data. Storms, floods, and wildfires remind us that natural disasters can strike at any time, destroying homes and offices.

According to the [2024 State of the Backup](#), "data shows a sizable gap between the use of backup services and the effectiveness of data restoration. Although a significant percentage of organizations indicate they're using what they would consider a cloud backup solution (the shortcomings of cloud drives and cloud sync services aside), **only 42% of those that experienced data loss were able to restore all their data.**"

The 3-2-1 Rule of Backup

Our digital assets are under constant attack. The good news is that safeguarding our data is as easy as 3-2-1. Whether it is protecting precious family photos and important documents, or safeguarding business operations that span a variety of physical, virtual and cloud environments, creating a backup has the same goal: Ensuring your data can be recovered, regardless of what happens.

The 3-2-1 rule of backup is the only strategy that can guarantee a clean copy of your data will survive, and it's simple to remember.



Maintaining an off-site copy protects your data against any physical disaster (like theft, fire or flooding) or digital danger (like a network-wide malware infection) that could simultaneously destroy both the original and local backup. Cloud backup is a simple, convenient and affordable way to isolate your off-site copy, while ensuring it is regularly updated to capture any recent changes to your files.

What you need for the 3-2-1 Rule.

To adopt the 3-2-1 rule, an all-in-one backup and recovery solution with cloud storage offers several clear advantages, including cost and convenience. [Explore](#) all your backup and recovery options and get a free quote today!