# NET3 TECHNOLOGY
# 3-2-1 BACKUP

## The Power of 3-2-1

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.

## Many are Unprepared

In a 2018 Acronis survey, 34.3 percent of people said that they or their family members have lost data, yet 26.9 percent of them don't perform any type of data backup. Similarly, the U.S. National Archives and Records Administration reports that 58 percent of SMBs are not prepared for data loss.

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## 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.

**3** · · **2** · · **1**

Create 3 copies of your data (1 primary copy and 2 backups).

Store your copies on at least 2 types of storage media (local drive, network share/NAS, tape drive, etc.)

Store 1 of these copies off-site.

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

Want to adopt the 3-2-1 rule? An all-in-one backup and recovery solution with cloud storage included has clear advantages in terms of cost and convenience. Explore backup and recovery options!