



3-2-1-1 BACKUP



The Golden Rule of Backup

Many are Unprepared - is your business ready?

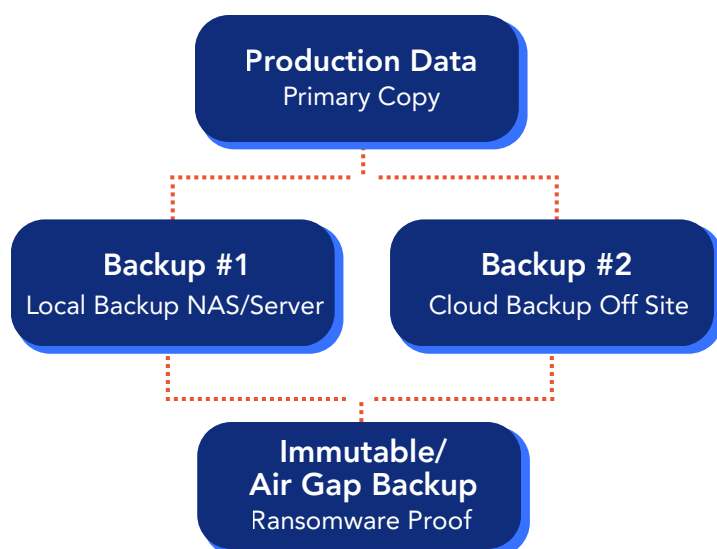
While people and businesses rely on data more than ever before, there has never been a time when there have been more threats to that data. Storms, floods, and wildfires remind us that natural disasters can strike at any time, destroying homes and offices.

But physical disasters are no longer the only risk. Cyberattacks, ransomware, accidental deletion, and system failures can also wipe out critical data in seconds.

Infrascale reports ["94% of ransomware attacks now attempt to compromise backup systems, specifically targeting recovery data."](#) The message is clear: traditional backups alone are no longer enough. Organizations need a backup strategy designed not just for disaster recovery, but also for cyberattack resilience.

The 3-2-1-1 Rule of Backup

The 3-2-1-1 rule expands the traditional 3-2-1 backup strategy to protect against modern threats like ransomware. It ensures your organization always has a clean, recoverable copy of data, even if attackers gain access to your systems.



What does 3-2-1-1 mean?

- Maintain **3** separate copies of your data
2 different storage media
1 offsite copy
1 Immutable/Air Gap Backup

Cybercriminals increasingly target backups first because they know organizations depend on them to recover. Without a protected backup copy, companies are often forced to pay ransoms, rebuild infrastructure, or permanently lose critical data. The 3-2-1-1 backup strategy ensures a clean copy of your data always survives, allowing your organization to recover quickly without paying attackers.

Modern Backup Requires Modern Protection.

A modern backup and recovery solution should include:

- Automated backup and verification
- Secure cloud storage
- Immutable backup protection
- Fast recovery and failover
- Centralized monitoring and reporting

With the right strategy in place, businesses can protect data across:

- Physical servers
- Virtual machines
- Cloud workloads
- SaaS platforms

To adopt the 3-2-1-1 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!