



The Backup Dilemma

All businesses are subject to severe storms, outages, natural disaster and the related challenges of keeping their business running and data protected during power and infrastructure disruptions. Companies have to be prepared for the expected and unexpected.

While some companies have experienced major disasters others have narrowly escaped. Knowing that they cannot continue to try their luck, more and more companies have identified disaster recovery planning a top initiative moving forward.

A concern when it comes to disaster recovery planning is figuring out the best way to backup your data and be able to restore when needed. A number of businesses have used tape only to find it's not the most reliable way to store data. Can you access it when you need it? What happens if a tape is faulty? Can tape support explosive data growth?

A number of small to medium businesses have struggled using tape to backup their critical data. One of the challenges deals with where to store the tapes. Many businesses don't have the infrastructure to send the tapes offsite. They sit in the same area as the server. If you're located in a natural disaster area, that's probably not a good idea. Besides storing tapes, organizations also experienced faulty backups to tape making restores unreliable.

Continued data growth has also pushed tape infrastructure beyond its limits. Businesses have to make a decision whether or not to invest in more tape hardware or go another route. Capital expenditures are declining given the current economic climate however data growth is on the rise...and it's rising very quickly. A less expensive and more reliable option for businesses is to store their data offsite in real time. Online backup and recovery services provide businesses the flexibility of storing their data offsite and not having to incur additional capital expenses but instead only minimal operating expenses. **Charter Business® Backup** automatically backs up data on desktops, laptops and servers through internet backup, stores the data remotely in their secure data centers, and lets businesses recover their data quickly when they need it. Each time a backup takes place; data is compressed, and sent over the Internet—with end-to-end encryption—to one of the highly secure, certified data centers. This service helps businesses meet their disaster recovery objectives.

To learn more, call 888.692.8635 or visit <http://www.charter-business.com/Backup-Data.aspx>