

# The Critical Difference Between Cloud Storage And Cloud Backup

Storing your customers' business critical data in a free or cheap storage cloud is akin to storing important family heirlooms in a bus station locker.

BY JAMIE BRENZEL, CEO, KINETICD

The threats to your data are limitless — natural disasters, fires, water damage, equipment theft, and hardware failure, to name just a few. In the first quarter of 2012, FEMA reported twelve natural disasters throughout the country, including tornadoes, flooding, mud slides, and severe storms from Florida to Alaska. In the event of a disaster, if you don't have access to an off-site copy of your data, or if you are unable to replicate it, the chances are it will be gone forever.

## Choosing The Right Provider Should Be No Different Than Buying A Car

Today, many businesses are opting to move their data to the cloud, citing benefits in cost, time savings/automation, security, and access, however some small to medium sized businesses still retain reservations about keeping their sensitive data off-site and beyond their control. A recent *Information Week* Report indicated that of 414 business technology professionals, only 23% use cloud services as part of their application and data recovery strategies. Many others are confused by the number of online cloud backup companies and "free storage" offerings that are flooding the market; while others are concerned about those data storage companies who have proven to be "fly-by-night" entities that are here today, gone tomorrow.

With so many storage options to choose from, selecting an online cloud backup solution can be overwhelming, but that doesn't need to be the case. Choosing a backup provider should be no different than shopping for a car. In other words, take it for a test drive, know the technology

behind the offering, and choose a company that has a sustainable business model, a proven track record, and a stellar support staff within your organizational budget. Finally, make sure the backup provider doesn't try to oversell you on the amount of storage you require today but has the capability to grow as your business does.



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## Understanding Your Options: Cloud Storage vs. Cloud Backup

DropBox, Apple's iCloud, and Google's Drive are examples of storage options that provide the consumer, or the business user, with cheap or "free" storage for easy sharing of documents, photos, and videos. However, these options and many others are not backup options. Cloud storage providers do just that, they provide you with a place to store your stuff. However, there is no guarantee, questionable security, no tech support, and if a server goes down in one of their data centers, you may never see those documents again. Would you keep your important documents or jewels in a bus station locker? Of course not. These are great ways to share documents among friends and family and for a quick way to share a document among a team of people, for short periods of time. However,

it isn't the place to back up your business-critical applications and documents.

Cloud backup provides you with the ability to back up, (preferably automatically) your applications such as Word, Outlook, Photoshop, QuickBooks, and their associated data files (documents, pictures, spreadsheets, financials, and the ever important Outlook .PST files) to an off-site server or data center. ●