

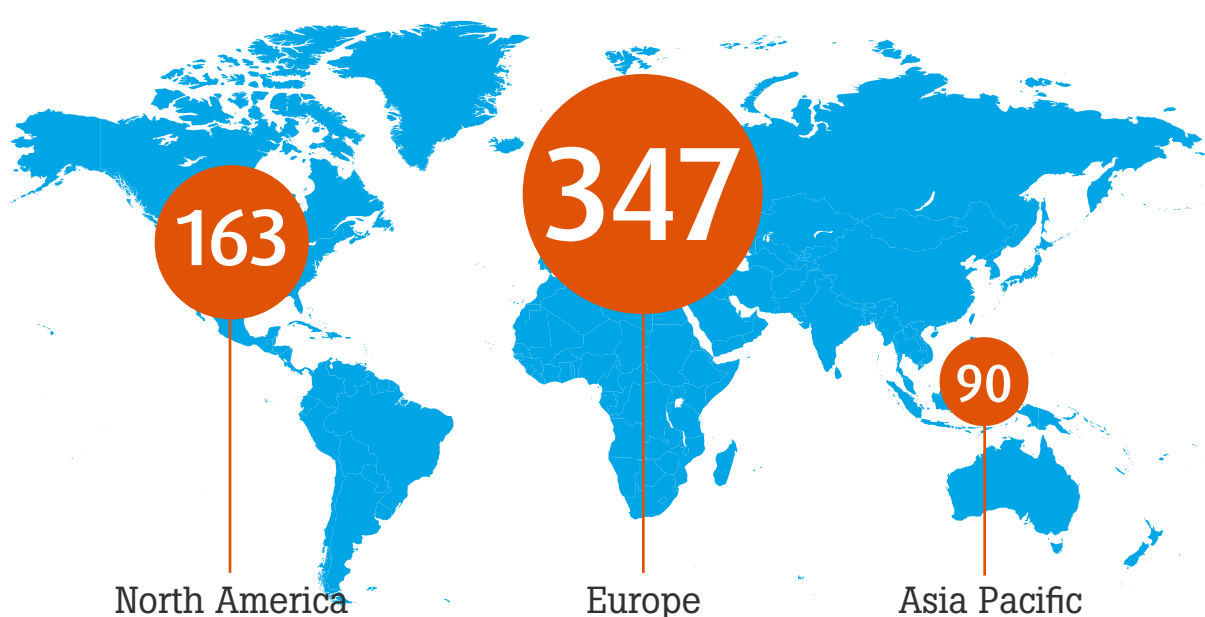
Can you trust your backups?

Research into use of backups and their reliability was conducted amongst 600 IT professionals who had recently experienced significant data loss.

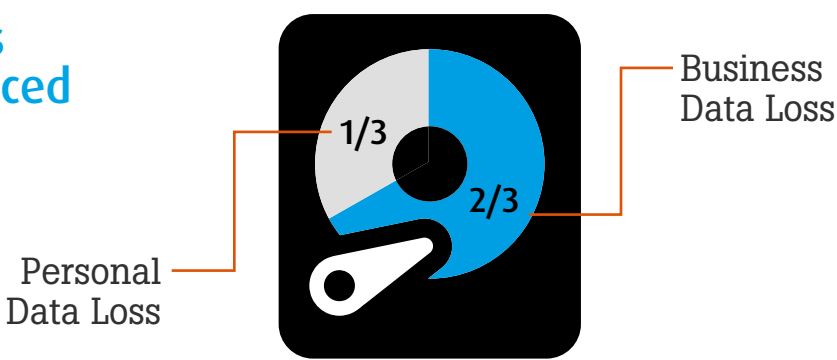
Conducting backups is essential to protect your critical data, but so is regular testing and maintenance of those backups. Backups are not fool proof, so including provision for data recovery in disaster recovery planning is also important.

In the event of a data loss, a trusted data recovery provider can provide free advice to help identify options for getting the data back. For the significant proportion of companies with no systematic backup protocols, this advice is even more critical as it can prevent mistakes that can result in permanently irrecoverable data.

Where the respondents are

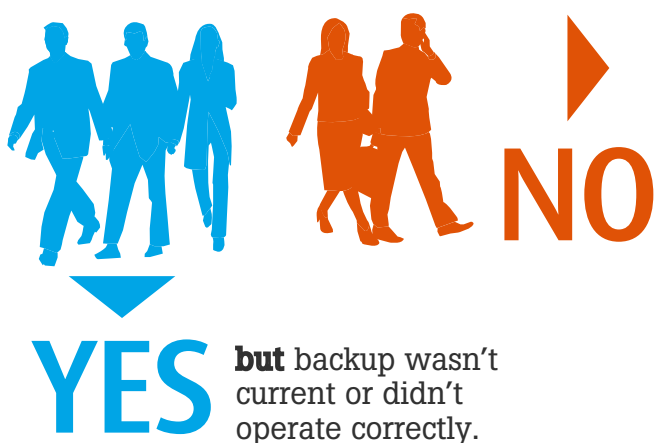


Data loss experienced

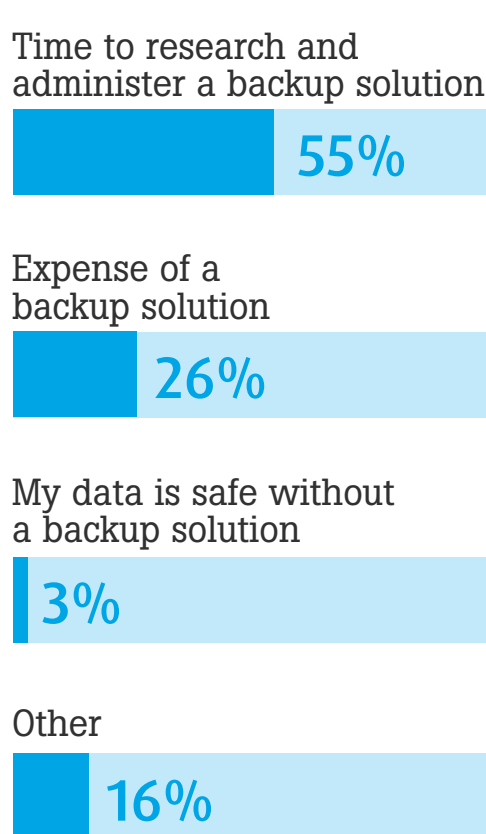


Before data recovery

Backup in place when data loss occurred

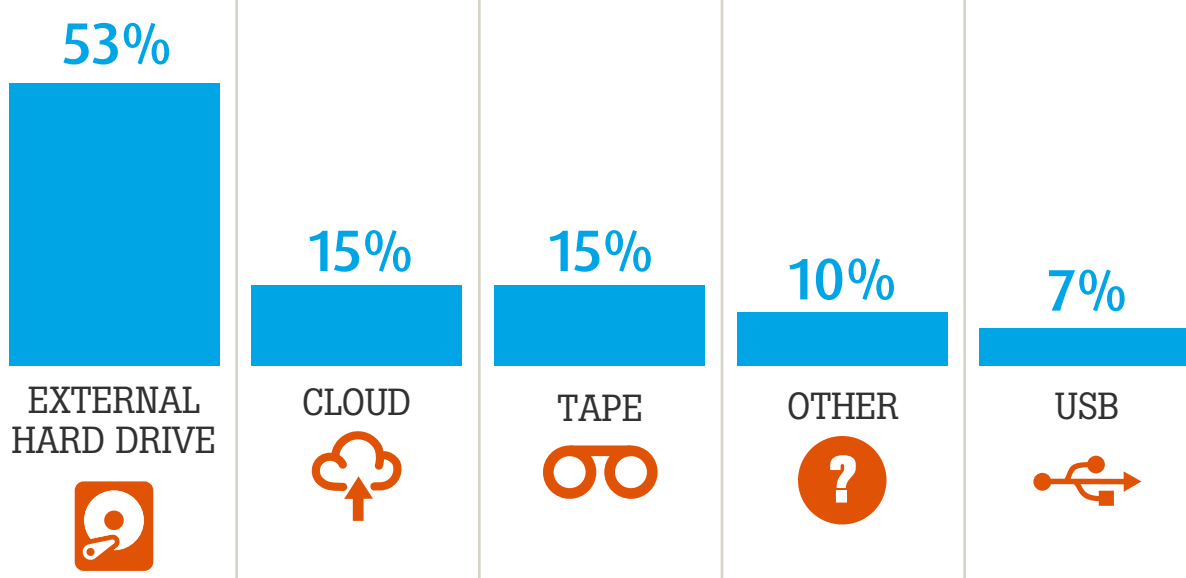


Why backups aren't used



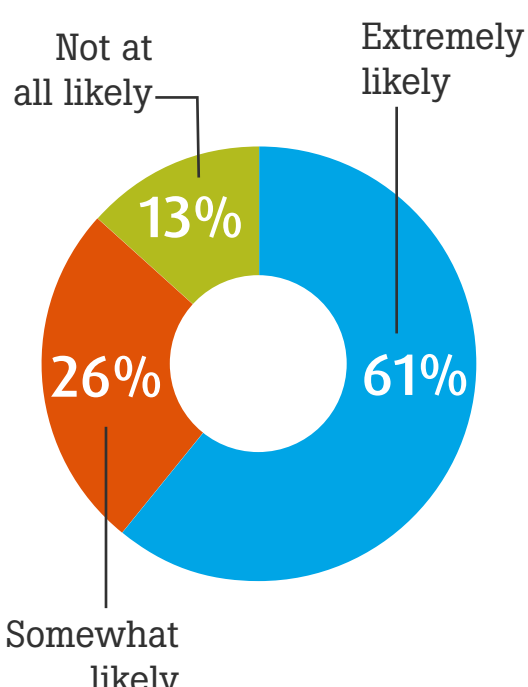
It's not enough to do a backup of your data. Regular testing and maintenance is required to ensure backups are reliable.

Platform used to back up data



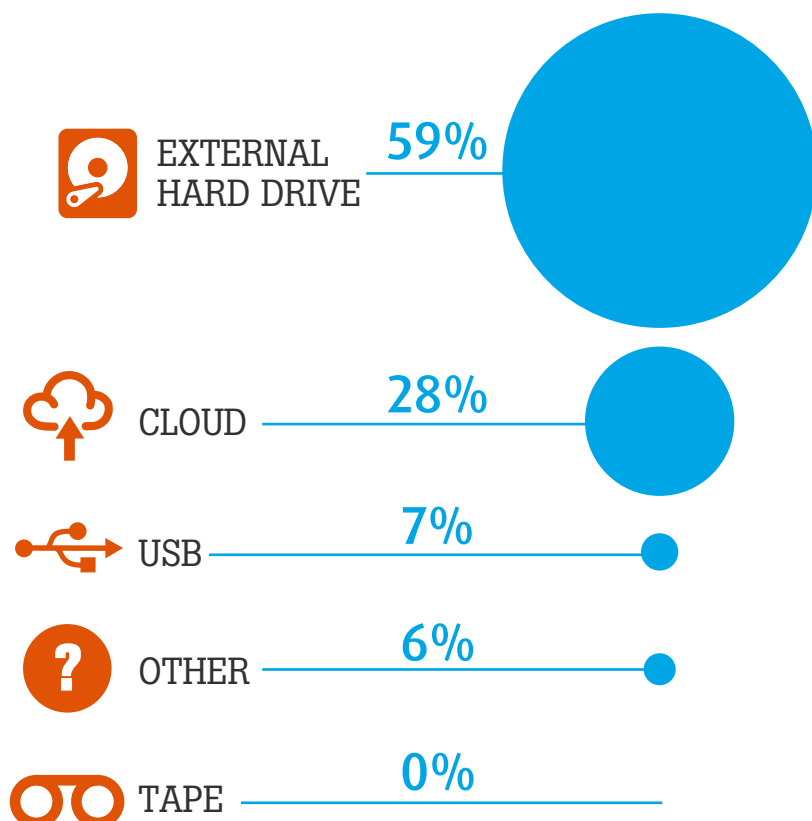
After data recovery

Likelihood to use a backup solution after a data loss



45% increase in people who will now use a backup

Backup platform likely to be used



After a data loss, preference for usage of cloud as a backup solution nearly doubled, while tape usage flat lined.

Source: Kroll Ontrack survey of 600 IT professionals worldwide in March 2013.



Through its Ontrack Data Recovery services, Kroll Ontrack is the most trusted supplier of data recovery services worldwide.

For more information, call or visit us online.
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