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World Backup Day: Be Prepared Against Data Loss And Data Theft

By N V Vijayakumar - March 31, 2022 46 0



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Bengaluru, NFAPost: The software and technology industry celebrates World Backup Day on March 31 every year. This day marks the significance of data backup for businesses and organisations worldwide.

Even though 95% of cybersecurity breaches, including data loss, are caused by human error, there is a continuous spike in data loss across the globe even after on premise and cloud storage mechanisms are there. According to Gartner study, the worldwide information security market is forecast to reach \$170.4 billion in 2022. (Gartner)

A backup is a copy of all your important files — for example, your family photos, home videos, documents and emails. Instead of storing it all in one place (like your computer or smartphone), you keep a copy of everything somewhere safe.

It is a reality that losing your files in your personal life, professional life and while running a business is a reality and it should be addressed properly with IT hardware and software too. Experts point out that one small accident or failure could destroy all the important stuff of an individual or business unit.

Around the globe, primary data backup methods are via online backup services, external hard drive backup, computer backup, backup smartphone, creating NAS backup, and various other backups.

Technically, a backup just refers to any piece of data that exists in two places. The primary purpose of a backup is to have a recovery plan should the primary data become inaccessible, so it's common to keep backups offsite like online or, at the very least, on a second hard drive, even another internal one.

There are lots of cloud storage services to pick from, most of which offer a small free plan with upgrades available if you need more features or additional backup space.





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Dell Technologies India Director and General Manager, Data Protection Solutions Ripu Bajwa

Dell Technologies India Director and General Manager, Data Protection Solutions Ripu Bajwa said in today's era of accelerated change and digital transformation, businesses in every sector need to do more with less.

"With businesses in India running workloads in a hybrid environment, it is critical to securely store data in multiple spaces like databases, file servers, and network-attached storage (NAS)," said Dell Technologies India Director and General Manager, Data Protection Solutions Ripu Bajwa.

While considering a solution that gives businesses the flexibility to access, upload, protect and analyze data, Dell Technologies India Director and General Manager, Data Protection Solutions Ripu Bajwa said an asset that will have the advantage of long-term retention, reporting and insight into cloud storage use, will serve Indian organizations better.

Data use and storage have undergone dynamic changes. According to the Dell Technologies APEX Backup Services study, 65% of IT decision-makers lack confidence that they will recover all systems or data to meet SLOs following a data loss.

"An as-a-Service model can be a redefining solution for businesses across where an enterprise solution provider manages their data needs while they focus on business growth. 25% of IT decision-makers indicate that database or data management workloads are a good fit for the as-a-Service model," said Dell Technologies India Director and General Manager, Data Protection Solutions Ripu Bajwa.

As a global leader in data protection solutions, Dell Technologies' enterprise backup solutions can protect everything from laptops and other edge devices to the largest enterprise data center, along with data and applications residing in on-premises infrastructure, and virtualized environments including public, private and hybrid clouds.

"With many options for backup storage, backup software, integrated appliances and data protection and recovery solutions, Dell Technologies makes it easy to implement powerful tools for backup, recovery, data archiving and data replication that can help to protect business-critical data, improve uptime and ensure data availability. Dell Technologies' new SaaS-based Apex Backup Services offers end-to-end scalable, secure data protection with centralized monitoring and management for SaaS applications, endpoints and hybrid workloads," said Dell Technologies India Director and General Manager, Data Protection Solutions Ripu Bajwa.

Dell Technologies India Director and General Manager, Data Protection Solutions Ripu Bajwa said this World Backup Day should be a welcome opportunity for businesses to reconsider their storage solutions and upgrade to safer cloud environments secured by cutting-edge data protection amenities, which will support their digital transformation journey.



Gofrugal CEO and Founder Kumar Vembu

Gofrugal CEO and Founder Kumar Vembu said data is the new oil, said a sane soul. "The only difference is that oil would run out in a few years. Data, on the other hand, keeps getting accumulated exponentially. With more than 50% of the world's population using smart-phones and digital devices, with new ones adding day by day, there are massive amounts of data created," said Gofrugal CEO and Founder Kumar Vembu.

Commenting on data backing up relevance, Gofrugal CEO and Founder Kumar Vembu said everyone walks, talks, eats, drinks and breathes data.

"We are constantly leaving behind digital footprints. More so, when we engage with online platforms and are engrossed with digital channels. What most of us fail to notice, far less comprehend, is the lurking dangers and sneaking threats that we invite unintentionally. We hardly realize the growing platforms using AI + data to understand our choices and apprehend our preferences, and use our own personal information to create personalized experiences," said Gofrugal CEO and Founder Kumar Vembu.

He also said it time all should woke up to the realities and compulsions of data protection at large. "It's not just about data backup and restore methods, but it's also about freeing

at large. It's not just about data backup and restore methods, but it's also about freeing businesses from digital slavery. It is the capacity to decide what data should be stored, how it should be used or not used, and to make sure it doesn't make us enslaved by hardware and enchained by software," said GoFrugal CEO and Founder Kumar Vembu.

While not just individuals who are unaware and unprotected, GoFrugal CEO and Founder Kumar Vembu said over, 90% of small and medium size retail and distribution businesses are not aware of the impact of data protection.

"According to a global survey by a cybersecurity firm, 57% of organisations suffered unexpected downtime last year because of data loss. The findings also revealed that while 91% of individuals backup data and devices, 68% still lose data because of hardware or software failures, out-of-date backup, power fluctuations, theft or accidental deletion. The backup methods are not regular and sometimes even a day's or week's day is lost because of manual methods," said GoFrugal CEO and Founder Kumar Vembu.

GoFrugal CEO and Founder Kumar Vembu said this World Backup day, businesses need to understand and commit to the importance of data backup and enjoying freedom of sharing data in a secure environment. "It is high time the world moves from celebrating backup day to daily backup!," said GoFrugal CEO and Founder Kumar Vembu.



Mandiant Country Manager – India & SAARC Balaji Rao

Mandiant Country Manager – India & SAARC Balaji Rao said in the recent past, organisations across the globe have experienced cyber security attacks that impacted their businesses through loss of revenue and brand reputation.

To mitigate these risks, companies must develop disaster recovery and backup plans that will help them re-establish business promptly in the event of an attack. Last year, Mandiant released its M-Trends report that highlighted some of the processes that companies must keep in mind for effective backup and restoration as follows:

Clear delineation of responsibility for managing and verifying data and application backups.

Alignment of backup and restoration processes with business continuity and disaster recovery plans.

Online and offline data backup retention policies, including initiation, frequency, verification and testing (for both on-premises and cloud-based data).

Backup infrastructure that was segmented within the environment and only accessible using dedicated accounts for interfacing with and managing backup platforms and storage

According to the recent Mandiant predictions report, Mandiant Country Manager – India & SAARC Balaji Rao said it was observed that the APJ region will witness an increase in breaches made public by attackers.

"Businesses have to re-imagine their network security and prioritise their critical data, application, and services. Security incidents require diligent preparation, rapid action and critical asset protection," said Mandiant Country Manager – India & SAARC Balaji Rao.

The Mandiant Advantage Platform offers automated defense against active breaches, intel monitoring, alert investigation and prioritization and response and remediation.

"This helps organizations get back to business after a security incident and secure their valuable data. Mandiant frontline expertise helps organizations transform their cyber defense capabilities to mitigate threats and reduce business risk before, during and after an incident," said Mandiant Country Manager – India & SAARC Balaji Rao.



, , Veeam Software Vice President – India & SAARC Sandeep Bhambure

Veeam Software Vice President – India & SAARC Sandeep Bhambure said it is evident that the dependency of businesses on data, and the amount of data generated by them is consistently growing.

“This is creating new challenges for organizations of all sizes, making them even more vulnerable to cyberattacks. According to Veeam Data Protection Report 2022, 84% of Indian organizations suffered ransomware attacks, making cyber-attacks one of the single biggest causes of downtime for the second consecutive year,” said Veeam Software Vice President – India & SAARC Sandeep Bhambure.

The report also found that Indian organizations were unable to recover 36% of their lost data on average and 90% of organizations were unable to recover at least some of the data they had lost. Hence, it is essential that businesses have a comprehensive data backup plan in place to be fully prepared at the time of a data breach.

“Only backing up may not protect your data from ransomware – it is equally important to ensure that the backup is well protected and securely stored. Organizations need to ensure their data protection capabilities keep pace with the demands of their business, to close the gap between how much data they can afford to lose after an outage versus how frequently data is backed up,” said Veeam Software Vice President – India & SAARC Sandeep Bhambure.

He also pointed out that the good news is that we’re seeing CXOs acknowledge the urgent need for Modern Data Protection. “And investing in such technologies goes beyond providing peace of mind, ensuring business continuity and maintaining customer confidence,” said Veeam Software Vice President – India & SAARC Sandeep Bhambure.

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