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The Software and Technology Industry Celebrates World Backup Day

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

By TimesTech - March 30, 2022



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World Backup Day: Here's what some industry experts say:

Mr. Ripu Baiwa. **Director and General** Manager, Data Protection Solutions, Dell Technologies India

"In todav'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). While considering a solution that gives businesses the flexibility to access, upload, protect and analyse data, an asset that will have the advantage of long-term retention, reporting and insight into cloud storage use, will serve Indian organisations 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

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 centre, 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 centralised monitoring and management for SaaS applications, endpoints and hybrid workloads.

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."



Kumar Vembu, CEO and Founder of Gofrugal, 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.

We walk, talk, eat, drink and breathe 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 realise the growing platforms using AI + data to understand our choices and apprehend our preferences, and use our own personal information to create personalised experiences.

It's time we all woke up to the realities and compulsions of data protection at large. It's not



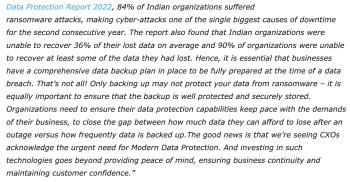
just about data backup and restore methods, but it's also about freeing businesses from digital slavery. It is the capacity to decide what data should be stored, how it should be used or not used, and to make sure it doesn't make us enslaved by hardware and enchained by software.

It's not just individuals who are unaware and unprotected. 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.

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!"

Sandeep Bhambure, Vice President, Veeam Software - India & SAARC "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 organisations of all sizes, making

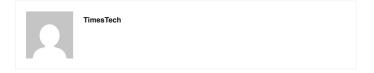
them even more vulnerable to cyberattacks. According to Veeam





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