BACKUP ESSENTIALS FOR PROTECTING YOUR DATA AND YOUR BUSINESS

Disasters happen. Don’t wait until it’s too late.

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OVERVIEW

It’s inevitable. At some point, your business will experience data loss. It could be a simple PC meltdown, a hard-drive crash, or something much worse. If you neglect to protect your mission-critical applications and data, even the smallest of disasters can have a devastating impact on your business.

How much money does your business stand to lose for every hour or day your workers sit idle, unable to deliver products or services to customers? According to a recent study, the average loss per hour is $12,500.¹ Rather than finding out through bitter experience what your loss will be, now is the time to put in place a backup plan and solution that will keep your data and applications safe and ready to restore whenever needed.

To help you with your backup plan, this e-book gives you key guiding principles for effective and efficient disaster recovery, insights on how to ensure your backup solution meets your organization’s unique needs, and what steps you should take ahead of time to minimize business disruptions when disasters occur.

¹ 2011 SMB Disaster Preparedness Survey Report
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Guiding principles for backing up your data
To reduce the risk of losing critical business information, you need complete protection of your important files and mission-critical applications. Natural disasters, system crashes, theft, and cyber attacks can all lead to data and financial loss. To protect against these losses and minimize negative business impacts, you need to follow a few basic guiding principles to keep your data safe and your business running.

**Back up all of your data**

It might seem obvious, but effective disaster recovery requires that you back up all of your data. You know the old phrase, “Close isn’t good enough.” The same is true when it comes to backing up your data. Unfortunately, due to their inability to keep up with the speed of business, some solutions only back up some of your data.

To protect rapidly changing data in applications, such as Microsoft® Exchange, and the data stored in your databases and servers, you need a backup solution that can effectively capture and preserve all of that information as fast as it is created.

Having almost all of your crucial data backed up doesn’t cut it, especially when that missed data includes critical business files. What will you do if your solution backs up 23 hours of data, but the piece you really need was created in the 24th hour?

Symantec Backup Exec™ provides all-encompassing data backup with the ability to move and adapt as fast as your business grows and changes.

**Don’t waste time and space backing up the same data twice**

Yes, you need to back up all of your data, but you only need to back it up once. Backing up the same files day after day, or from multiple locations, is a poor use of resources. It wastes both time and storage capacity. It also adds unnecessary complexity to your backup and restore processes. The end result of this type of inefficiency is loss of productivity and money.
Backup Exec has the intelligence to avoid redundant backups. Using its deduplication feature, it automatically identifies duplicate data, at a block level, and backs it up only once. If the need ever arises to restore, it locates and restores those files to any location, including the original location, even if they were stored in multiple locations. The end result is faster, more efficient backups, and more flexible restores.

Protect your backup data
It's not enough to just back up your data. You have to protect your backups as well. What will happen to your data if your backups are stored on site and disaster strikes? A fire or flood that ruins the data on your computers will probably ruin any backups stored at that same location. Backup data needs to be stored off site so it will always be available when you need it.

One solution is to store backup data on tapes or removable hard drives that can be regularly transported and stored at an alternate site. However, that strategy entails some risk, as well as inconvenience. Your data could get lost or stolen in transit, not to mention that transporting it takes time and effort. Also, in the event of a disaster, having to physically retrieve backups from an off site can add precious time to your restore process, lengthening the disruption to your business operations.

Another alternative is to leverage the cloud with Backup Exec, which gives you secure and seamless off-site protection of your backup data. It encrypts your data to prevent interception or unauthorized access, and it allows your data to be restored instantly to any system at any site with an Internet connection.
Restore first what you need most

The real test of a backup solution comes when you have to restore lost, corrupted, or destroyed data. You need to make sure your solution has a proven track record for being able to reliably restore backed up data. But that’s not all. It needs to give you the flexibility to restore your most critical data first.

When trying to resume normal business operations, time is of the essence. You can’t put your customers and business on hold while you wait for the restoration of an entire backup. Backup Exec allows you to recover first just those files and data bits that you need to keep going so you don’t have to wait on an entire system restore to get back in business. What’s more, its patent-pending Granular Recovery Technology (GRT) lets you quickly restore Exchange mailboxes and individual emails, Microsoft SharePoint® items, and Active Directory® data.

Conclusion

If you don’t properly back up your data, you might lose it forever. You can count on the Backup Exec family of products to simplify the process of backing up crucial data. Your critical data will be safe, freeing you and your employees to do what you do best—running the business.

For more insight on how Symantec can help protect and keep you business running, visit the Symantec Small Business website.
2 Better backup for all
Regardless of size and infrastructure, all businesses need a solution that can effectively backup and restore their critical data and applications. What you don’t want is to have to rely on different disaster recovery solutions or management consoles to back up mobile employees, remote sites, virtual systems, and physical systems. You need one integrated product that protects virtual and physical environments, simplifies both backup and disaster recovery for any size business, and gives you deployment options that address your specific infrastructure and business requirements.

**Backup options to fit your unique needs**

Many small to medium businesses neglect protecting their data because they are afraid of the time involved or don’t want to deal with the headaches associated with old backup solutions. Without automated and comprehensive backups, these organizations are at risk of losing everything when even the smallest of disasters strike. The truth is that whether you run a small business or a large enterprise, you need 24x7 data protection.

The good news is that regardless of the size of your business, Backup Exec provides the level of backup and restore coverage that you need—without the headaches and without the major time investments. It’s the only single backup and recovery solution available for on-premise, appliance, or cloud environments, allowing you to choose the deployment model that best fits your needs. And it gives you the power to recover an entire server to entirely different hardware, or even to a virtual machine.

**Back up and restore made simple**

You’ve got a lot of data to back up; and configuring, monitoring, maintaining, and troubleshooting the backups of all those data sources can feel like a full-time job. Backup Exec lets you manage and automate your backups across your entire environment from a single console with a new, intuitive, simplified user interface to let you work more efficiently.
Backup essentials for protecting your data and your business

Additionally, Backup Exec further reduces backup complexity through a variety of different deployments options. If you worry that you don’t have the time or expertise to deploy the backup and disaster recovery solution you need, Backup Exec eliminates that worry with an offering that is streamlined to make easy work of it for you. It gives you flexibility to restore a single file, email, or a full system. In less than ten minutes and in three simple steps, you have in place the complete data and system protection you need.

Benefits of backups in the cloud
Taking advantage of the cloud-based services in Backup Exec provides benefits for organizations of all sizes. In general, cloud-based services allow organizations to manage costs by paying for only the services they need while enjoying the flexibility to quickly scale up with company growth or to meet spikes in demand. Also, with today's increasingly distributed workforce, it provides data protection whether users work from the office, at home, or on the road.

Taking advantage of the cloud-based service in Symantec Backup Exec.cloud™ simplifies your backup efforts by shifting the responsibility for running and managing your backup infrastructure to Symantec. It employs enterprise-grade backup tools to ensure that your files are consistently and reliably backed up so you don’t lose crucial data. While Symantec’s skilled IT staff makes sure that the back-end servers and network infrastructure keep humming along, Backup Exec.cloud lets you focus on growing your business and satisfying your customers.

Protecting your virtual systems
Organizations of all sizes can take advantage of virtualization to become more agile, efficient, and competitive. But remember, just like physical servers, your virtual servers need top-of-the-line backup and restore protection too.

To protect the data in your virtual environment, follow these three simple steps:
• **Automate your backups:** Virtual environments grow quickly, and it’s easy to leave a new virtual machine unprotected. Make sure you have a solution in place that recognizes new virtual machines immediately and backs them up automatically.

• **Protect data on both physical and virtual systems:** Data is data whether it is stored on a physical or virtual system. Managing separate backup solutions is a burden, and you can’t afford not to back up the data on your virtual systems. You need a backup solution that can handle all systems from a single console for efficient management.

• **Make sure you can easily restore your data:** Keeping your data backed up only has value if you can quickly and easily restore the data when it is needed. Your backup solution must enable you to recover individual files and objects—even within virtual environments—so you can restore just what you need rather than the entire backup set.
Symantec has the tools you need to experience the benefits of virtualization without sacrificing data protection. Symantec Backup Exec with V-Ray technology is a powerful, comprehensive solution built to protect data on both physical and virtual systems. It's optimized to perform speedy backups for virtual environments and designed to work seamlessly with both VMware® and Microsoft Hyper-V® virtual environments to back up data on online and offline virtual systems.

Backup Exec automatically recognizes and performs backups of new virtual machines as soon as they come online. Virtual data backups are integrated into the overall backup schedule, ensuring that all of your data is protected and can be recovered as needed. When the time comes to restore your data, Backup Exec gives you the tools you need to recover just the files you want and get back to business as soon as possible. If an entire server crashes, you can restore the whole thing. Backup Exec also has the ability to automatically convert physical server backups into virtual machines for instant recovery.

**Conclusion**
From small businesses to global enterprises, Backup Exec provides a single integrated backup and disaster recovery solution that can protect your entire infrastructure, including physical servers, virtual servers, and applications. Its intuitive interface makes it quick and efficient to set up, monitor, and perform backup operations, from simple single-server environments to intricate IT data centers. With deployment options ranging from on-premise software to an appliance to the cloud, Backup Exec has the ability to address even the most unique business requirements.

To learn more about the Backup Exec portfolio, visit [www.backupexec.com](http://www.backupexec.com) to find the right backup solution to fit your business needs.
3 Minimizing business disruptions
Disasters happen, but their impact on business continuity can be dramatically minimized with a little preparation. Following these five fundamentals of business continuity before a disaster strikes can enable your business to carry on with minimal disruption:

1. **Assess**: Identify your business-critical processes and systems by determining which systems and applications will stop your business in its tracks and which ones you can do without for a few hours or days. Based on this impact analysis, prioritize your resources to focus on the assets that have the most critical impact.

2. **Plan**: Leverage your impact analysis to create a plan that outlines how your business will mitigate risks and resume normal operations under different disaster scenarios.

3. **Back up**: One of the most cost-effective and reliable means of ensuring that your servers, applications, and data remain available under adverse conditions is to back them up. As long as you can recover or rebuild, your business can go on. However, to minimize the potential for loss and to avoid lengthy interruptions to productivity, you need to have in place a backup solution that can automatically back up data as it is created—or at the very least, one that can back up data on a timely schedule. Those backups should also be readily accessible for restores from anywhere. Additionally, the ability to have your backups create standby virtual machines improves recovery time and minimizes the impact of system failures.

4. **Drill**: To uncover flaws and identify holes in your business continuity plan, you need real-world practice. Conduct periodic drills to confirm that your plan works and to ensure that your workers are familiar with what they need to do during a crisis. The goal of a business continuity drill isn’t to shut down your business, but you still need to strive to make it as realistic as possible.

5. **Review**: Your business continuity plan may be perfect for the IT environment you have today, but over time your business will grow and change. To deal with those changes, your business continuity plan needs periodic review and modification.
Conclusion

Don’t wait until it’s too late to protect your data. Not only is downtime costly from a financial perspective, but it could bring your business to a painful and abrupt end. Begin today to map out a disaster preparedness plan that includes identifying key systems and data that are crucial to the running of your business, backing up those resources, and enabling priority-based restore of those resources.

If you feel your backup and recovery process is painful today, view our latest demo to see how easy it can be. For help creating a business continuity or disaster preparedness plan, request a call from a Symantec representative or find a solution partner at the Symantec Partner website. With more than 60,000 partners worldwide, you’re sure to find one that’s right for you. Don’t wait until it’s too late.