



Myths About Business Cloud Backup Platforms

Your data is essential for your business's success. There's no doubt about it in the modern digitized era. However, not having a backup for your cloud-based service provider can result in losing this valuable data.

The confusion begins because you must now decide how to back up your data. There are numerous options available and choosing one can be difficult. But, most importantly, if you're not careful, you may fall for some more harmful than beneficial myths.

The problem with believing the myths about cloud backup platforms is that you eventually lose data, waste money, and harm your organization. As a result, it's critical to be aware of the falsehoods to make an informed decision about whether a solution is right for you.

In this blog, we'll help you cut through the clutter so that you can develop an effective backup strategy.

Myths debunked

Let's dive into some of the most common cloud backup myths and dispel them without further ado.

Myth: My cloud platform provides comprehensive backup

Truth: There might be a certain level of backup baked into productivity solutions like Microsoft 365 and Google Workspace, but it is often not enough to fully protect your organization. Many vendors even recommend adding a more robust backup solution.

While the built-in backup may be adequate for some data and applications, it's crucial to have a comprehensive plan in case of a major disaster, especially for businesses that rely heavily on email and

other cloud-based services. A robust backup solution can help protect against data loss due to hardware failures, software glitches, user errors, and malicious attacks.

Myth: A backup protects me against ransomware.

Truth: Backing up your data is critical in protecting your organization from ransomware and other cyberattacks. However, a backup cannot prevent your data from being stolen or encrypted in the first place.

2 99 PROBLEMS

But cloud backup isn't one. Find out how and why investing in a cloud backup will save you time, pain, and money.

3 BENEFITS OF CLOUD BACKUP

There's a reason the most successful businesses are investing in a cloud backup solution. Find out why you should, as well.

3 A NOTE FROM JOSH

We hope everyone had a wonderful holiday season, and wish you well in the New Year!

4 GETTING STARTED WITH CLOUD BACKUPS

What do businesses need to do to get the most out of cloud backup? Read on to find out!

Cover article, continued

A robust backup and recovery solution ensures you can quickly and easily restore your lost or stolen data. However, you may still be at risk of further harm if the cybercriminal uses your stolen data against you.

Myth: Any backup solution will do since all backups are the same

Truth: When it comes to data backup and recovery solutions, businesses of all sizes have numerous options. There is a backup solution to meet the needs of any organization, ranging from simple solutions that create a copy of your data to more robust enterprise-level solutions that include integrations with productivity applications and advanced security measures.

The first step in choosing the best backup solution for your organization is determining your specific requirements. For example, do you require a simple or more robust enterprise-level solution? Knowing your organizational needs will help you wisely choose a solution best suited for your business.

Let's collaborate to make sure your business succeeds.

An IT service provider like CTTS can proactively help protect your organization from the consequences of falling for backup myths.

We can help create and implement a comprehensive backup and disaster recovery plan tailor-made for your needs. We can also help test your backups regularly to ensure their effectiveness and address any issues that arise. We can even provide training to your employees on proper backup procedures.

By working side-by-side in implementing these steps, we can help you avoid the pitfalls of backup myths and succeed. Contact us today to schedule a no-obligation consultation.



99 Problems, but Cloud Backup Isn't 1



Data loss is a genuine threat to all businesses. Not only can it cost a lot of time, money, and other resources to fix, but it can also be a huge pain to deal with when you have other pressing business matters. While there are plenty of ways to lose data, such as hardware damage, software malfunctions, and natural disasters, the most frequent cause is something as simple as human error.

That's why it's so important to have a data backup strategy in place. By backing up your data regularly, you can protect yourself from the devastating effects of data loss.

So, what are you waiting for? If you don't have a data backup strategy, now is the time to create one. Otherwise, you could be putting your organization at risk. Pros of cloud backup

There are many benefits to backing up your data to the cloud. Here are four of the biggest pros:

It's cheaper to rely on cloud backup than to build and maintain an in-house backup method

The most compelling reason to consider cloud backup is cost. Cloud backup services are typically subscription-based, which means you pay a monthly or annual fee for a certain amount of storage. However, building and maintaining a physical backup infrastructure is much more expensive than the service fees of cloud-based solutions.

Also, since cloud backup is often pay-as-you-go, you only ever pay for the storage that you use. Plus, you usually get discounts on cloud backup services by signing up for a long-term contract.

Cloud backup is scalable and can grow with you

As an organization grows, so does the amount of data it needs to save. With a traditional on-site backup solution, this can become a severe problem. You must purchase and set up additional hardware or start deleting existing data to make room for new data.

However, with a cloud backup solution, you can effortlessly add more storage as required. As a result, it's easier to keep your backup up to date without stressing about insufficient space.

Cloud backups are generally more secure against ransomware attacks

In the wake of a surge in ransomware attacks, many businesses have been scrambling to beef up their security measures. One area that has come under scrutiny is data backup. Some organizations have been moving their backups to the cloud to take advantage of the increased security that cloud providers offer.

There's no doubt that cloud backups are more secure than on-premises backups. Cloud backup providers have numerous security measures to protect data and constantly work to improve their defenses against new threats.

Although cloud backups are more secure than on-premise backups, you should still strive to protect your data. Cloud backups are not immune to attack, and you should take steps to secure your data, such as encrypting backups and restricting unauthorized access.

Data backed up in the cloud is accessible from anywhere

Local data backups are not the answer if you need to access your data from a different location. On the other hand, cloud backup allows you to access your backed-up data from anywhere, making it much more convenient than local backup.

Cloud backups not only enable you to access data from anywhere, but you can also share it for collaboration with a few clicks.

There is no doubt that cloud backup is the future of data storage. It's more secure and accessible than local data backup and is an excellent way to ensure your data is always available when needed.

Join hands for success

If you're like most businesses and rely on cloud-based applications and services, it's crucial to have a robust cloud backup and disaster recovery plan. However, it could be a heavy lift if you do it alone. An IT service provider like us can help.

We can play a vital role in helping you protect your data by providing guidance and expertise throughout your cloud backup journey.

From Josh, CEO of CTTS, Inc.



Happy New Year from the entire CTTS family! If part of your New Year's Resolutions was to secure your company and

ensure its safe in the event of an attack or disaster, then CTTS is here to help.

Cloud backups are but one of the many services we offer Central Texas businesses like you. If you want to grow and scale your company in 2023, then you need a strong technology foundation to build off of. Give us a call today to start laying the groundwork for your company's future.

- JW

4 Core Benefits of Cloud Backup for SaaS Platforms



Businesses like yours are increasingly adopting cloud-based solutions to keep up with the rapidly changing technological landscape. According to a recent study by Gartner, cloud adoption will not slow down anytime soon.

Many of these organizations, however, are unaware of the critical importance of having a backup for their cloud-based data. If data is lost or deleted, it can be tough—or even impossible—to recover it without a backup.

You don't want to be in a situation where your data is accidentally deleted, and you attempt to retrieve it from the cloud but realize it hasn't been backed up in a month.

If you rely on cloud-based solutions, use a good backup—and use it frequently. In this post, we'll look at some of the core cloud backup benefits so you can see why it's such a vital tool for your business.

Four cloud backup benefits

Although cloud backups can benefit you in a variety of ways, the four most important ones are:

Security

If you own an organization, you understand the importance of data security. However, you can't afford to take any chances with your data when so much is at stake. Cloud backup comes into play here.

Cloud backup is a secure, off-site data storage solution. With cloud backup, your data is stored remotely—in the cloud—and can be accessed anytime, from anywhere. So even if your information is lost or stolen, you can be confident that it is fully recoverable.

Cloud backup is key to the success of your data security strategy, so if you haven't implemented it yet, now is the time.

Scalability

As your business grows, so does the data it produces. Without the right tools, this can quickly become unmanageable. In addition, if you're dependent on on-premises backup systems, you'll have to make a substantial initial investment in hardware that you might not utilize to its full potential. On the other hand, cloud backup is scalable.

Cloud backup can easily adjust to your changing needs. As a result, you never have to worry about outgrowing your backup solution—it will always be able to grow with you.

Manageability

Cloud backup is highly manageable. The fact that you can easily manage backups remotely can save much time, especially when you're already stretched thin with other business matters.

However, what exactly is manageability? How can it help your organization? Here's a quick overview of manageability in the context of cloud backup.

Manageability lets you centrally operate and monitor your backup system from a single location. As a result, you can quickly and easily see the status of your backup, identify any

issues and make changes as needed.

Manageability can also help you set up automatic backups and allow you to restore only the data you need.

Recoverability

One of the most important benefits of cloud backup is recoverability.

In the event of data loss, a cloud backup can help you recover your data quickly and easily. With a good backup you can resume normal operations.

Cloud backup should be at the top of your list if you are seeking a dependable backup solution for your business. It can help you

safeguard your data and keep your organization running smoothly.

An IT service provider can help

If you've read this far, you're probably using cloud-based solutions and want a good backup. However, we can help if you're unsure where to start.

We can assess your needs and suggest the best backup solution for your cloud-based applications. We can also help you implement and monitor the backup solution to ensure it functions correctly. Contact us today to schedule a no-obligation consultation.

Four Practical Steps for Vendor Cloud Backup

When you entrust your business data to a cloud-based platform, you expect it to be safe and sound. However, most cloud platforms like Microsoft 365, Google Workspace, and Salesforce acknowledge their backup shortcomings and recommend having an additional backup and recovery solution for your cloud-based data.

Cloud-based platforms often have limited data restoration capabilities, which can lead to data loss in the event of an outage or data corruption.

Unfortunately, many organizations like yours realize a backup is necessary only after their valuable data is lost. Don't hesitate to deploy a robust backup and recovery solution to safeguard your cloud-based data. Before you get started, knowing best practices can help you get the most bang for your buck.

The four best practices

Here are four practical steps that you can use to ensure your backup journey is smooth:

Set your expectations

When you subscribe to a cloud-based platform, you generally get some level of backup and recovery baked into it. However, will that be sufficient? The best

way to find out is to read through the vendor's terms and conditions (T&Cs) to see what type of backup they have.

Even if a vendor says they include backup, you need to know what they mean. For example, some cloud-based service providers may only back up data once per day, while others may back up data in real-time.

Reading through your vendor's T&Cs is the first step to ensuring your valuable data doesn't vanish into thin air.

Fine-tune your backup

You should customize your backup to meet your needs; otherwise, you risk using the solution either insufficiently or excessively.

To successfully fine-tune your backup, you may need to consider several factors. For instance, you must know how quickly data changes to decide how frequently to back up data.

Consider other factors when deciding the frequency of data backups, such as the amount of data and the data type and importance.

Test your backup regularly

Anyone who has ever lost data understands the importance of backup. However, having a backup isn't enough

unless you test it regularly to ensure it's working correctly and that you'll be able to access your data when needed.

By testing it regularly, you will be able to catch issues early and fix them before it escalates into something severe.

So, how often should you test your backup? The answer may vary depending on your backup system and how crucial your data is, but as a general rule, it's a good idea to test your backup at least once a week.

Stay up to date on the security landscape

As the digital world becomes increasingly complex, so does the security risks landscape. With the vast array of devices and applications, it's crucial to be aware of the different ways your data could be compromised and have strategies to prevent them for both survival and competition.

If you're ready to deal with any threat, your organization's chances of survival increase significantly. This strategy will also give you an advantage over your competitors because you are now far more resilient than you were previously.

An IT service provider can help

If you're working alone, following the above best practices may be difficult since you have a lot of organizational matters to handle. An IT service provider can help in this regard.

We can collaborate to create a backup plan that meets your needs and budget and provide support and maintenance to keep your data safe. Feel free to contact us for a no-obligation consultation.



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