

5 Reasons Your Company Should Use the Cloud for Data Backups



From emails with malicious files to zero-day vulnerabilities, the risks to business data are everywhere. An excellent strategy to prevent information loss and protect your company is to perform regular backups, but it demands a lot of time and resources when done poorly. Backup solutions have evolved in the past few years, and if you haven't implemented cloud backup yet, you're missing out on these benefits:

1. It Works Anywhere

Say goodbye to tapes, CDs, and USB drives. Cloud computing works from anywhere as long as you have a stable internet connection. You can get access to your data instantly, which comes in handy when you're working on time-sensitive tasks. If you ever need to recover your files, [cloud backup](#) makes it easier than physical backups.

2. Cut Costs

Managing servers in-house can be very expensive, especially when you account for costs of equipment and employees to maintain it. On the other hand, investing in online data storage can eliminate these costs. Cloud backups are the natural choice if you want to simplify your IT department's structure and save money in the long run.

3. Automatic Backups

How often do you backup your most important files and how long does it take? While it's important to have a process in place for handling your backup routine, time and cost are limiting factors for most companies. Fortunately, you can automate cloud backups to make better use of your time and resources.

4. Reduce Downtime

If your company relies on data to keep operations running smoothly, you have to worry about downtime. Would you have to put your business on hold if you temporarily lose access to critical data? For those who answered "yes", cloud backup can give you peace of mind because it significantly reduces the risk of downtime and strengthens your disaster recovery capability.

5. Improved Security

Last but not least, enhanced security is another major benefit of using the cloud for backups. Most cloud providers have multiple lines of defense to protect your precious data, which is fundamental for defending your business against cyber-criminals. In the unlikely event of a successful cyber-attack, you'll have a team of experts working with you to restore your data.

If you want to know more about cloud backup and its benefits, feel free to contact Business XYZ online or by calling us at (555) 555-5555.

REFERENCES (DO NOT PUBLISH)

<https://www.techopedia.com/definition/13587/cloud-backup>

<https://www.businessnewsdaily.com/6294-benefits-of-online-data-storage.html>

<https://resources.westerncomputer.com/blog/5-benefits-of-cloud-backup-and-disaster-recovery>

<http://www.idealstor.com/2017/08/02/seven-benefits-of-cloud-backup/>