



# Secure Online Backup for Businesses



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## Back Up; Don't Smash Up

### An overview of small business backup habits in the UK and Ireland

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#### Foreword

Small businesses are the lifeblood of the UK economy. With any business operation being reliant on information technology, it is vitally important that companies understand the importance of backing up their data.

This report provides a snapshot of small business (up to 20 people) owners' and employees' perspectives on the adoption of data backup solutions in the UK and Ireland or, rather, how companies value the data stored on their PCs and prepare for the worst.

For smaller businesses in particular, the owner or office manager is usually in charge of IT. As a result, things like backing up data are often low on the list of daily priorities. This is because, for many small businesses, backup is a manual process of selecting which files are critical or have been updated and then copying them to a hardware device or CD, which can become time consuming and interrupt other activities.

Online automated backup makes secure data storage quick and easy and allows businesses to focus on their core activities. Coupled with external hard drive backup, it ensures that data is totally safe and rapidly restored when needed.

Mozy's focus on backup, and its commitment to customer satisfaction, has resulted in the recent launch of MozyHome® 2.0 and MozyPro® 2.0 for Windows. Mozy 2.0 for Windows allows users to back up to a local external drive in addition to Mozy's online data centres via Mozy 2xProtect™ at no additional cost.

In April 2010, Mozy surveyed 1,217 small business owners and employees across the UK and Ireland about their backup habits. The findings are presented in this paper.

#### Executive summary

##### Small business trends

- With business operations being so reliant on information technology, it is vitally important that companies understand the criticality of backing up their data to protect against vulnerabilities
- Online backup can be simple, automatic and secure. All that is needed to restore data is an Internet connection, and then the process can begin instantly.
- Small businesses, however, appear slow to embrace the benefits of online backup services and instead tend to opt only for manual backup to physical storage devices such as hard drives, memory sticks or CDs.
- Because the information is stored remotely, online backup protects data from theft, fire, or water damage at the business premises.
- Best practice backup is a combination of daily automated online backup and local backup. This combines local speed when retrieving data with online protection from common vulnerabilities, through remote locationing.

## Definitions

- **Data backup** – a “backup” or the process of “backing up” refers to making copies of data that can be used to restore the original data in the event that it is lost. Backups are used to restore files following a disaster, or to restore individual documents should they be accidentally deleted or corrupted.
- **Online backup** – also known as “remote backup”, is a method of offsite data copying in which files, folders or the entire contents of a hard drive are regularly backed up to the cloud over an internet connection.

## Research findings

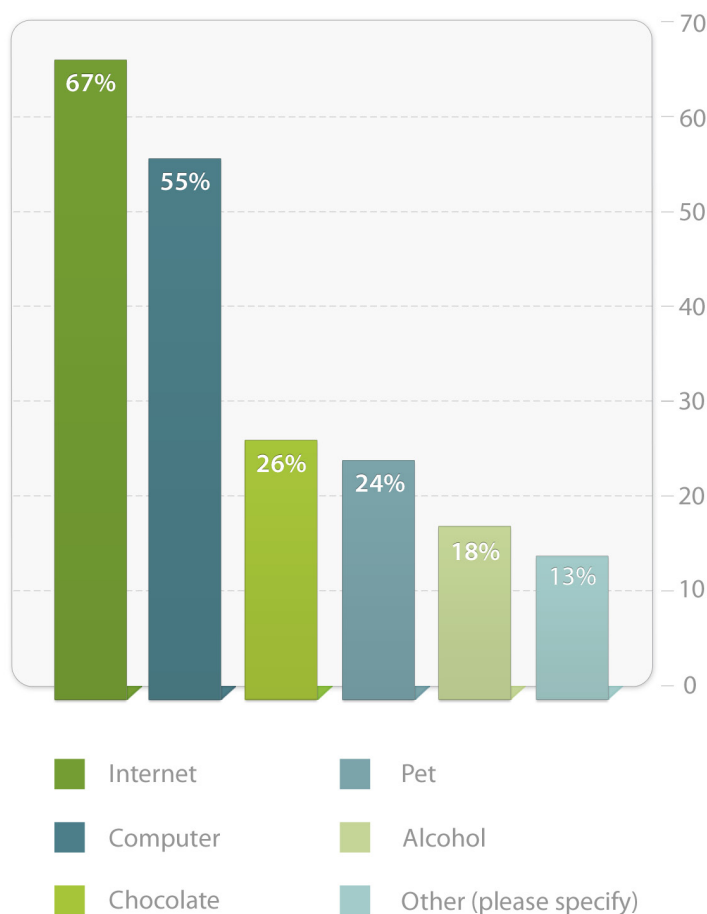
1. Businesses are reliant on their computer data.
2. Businesses are leaving themselves exposed by not backing up regularly enough.
3. Time is the enemy of backup.
4. Businesses are slow to embrace the benefits of online backup.
5. Businesses lag behind consumers in the adoption of online backup.

## Research findings

### Finding 1: Businesses are reliant on their computer data.

The majority of people cannot function without a computer, whether it's for work or leisure, making backup a necessity.

*Which of the following could you not live without?*

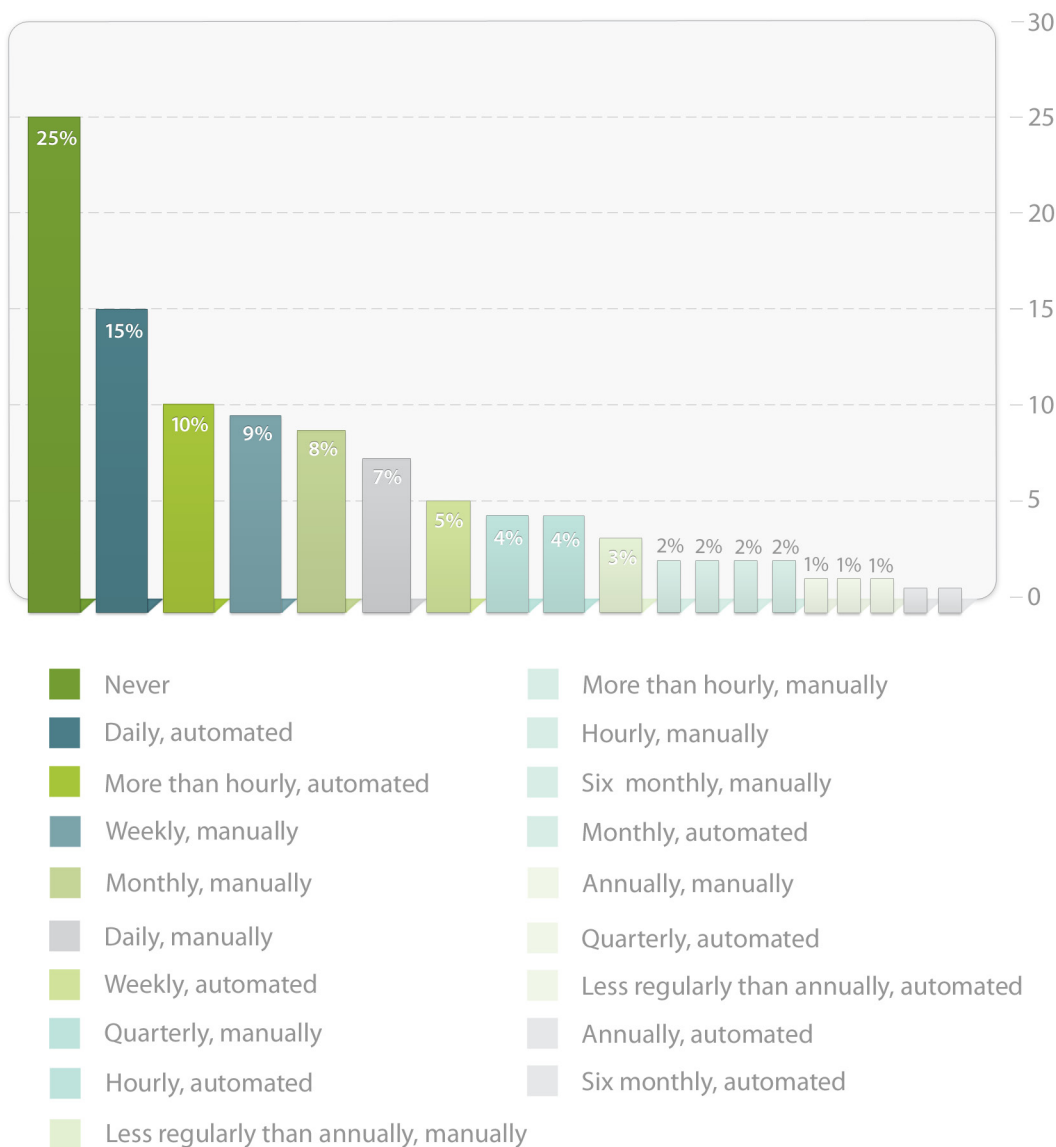


**Figure 1** (Source: 2010 Back up; Don't Smash Up Mozy Small Business Report)

## Finding 2: Businesses are leaving themselves exposed by not backing up regularly enough.

A shocking 25 per cent of the UK's small businesses never backup their PCs, leaving their operations completely exposed in the event of a hard drive failure, theft, flood, fire or accidental deletion. An additional 22 per cent back up only once a month or less and a total of almost two out of three fail to systematically back up their computers.

*How, and how often, is your data backed up when working?*

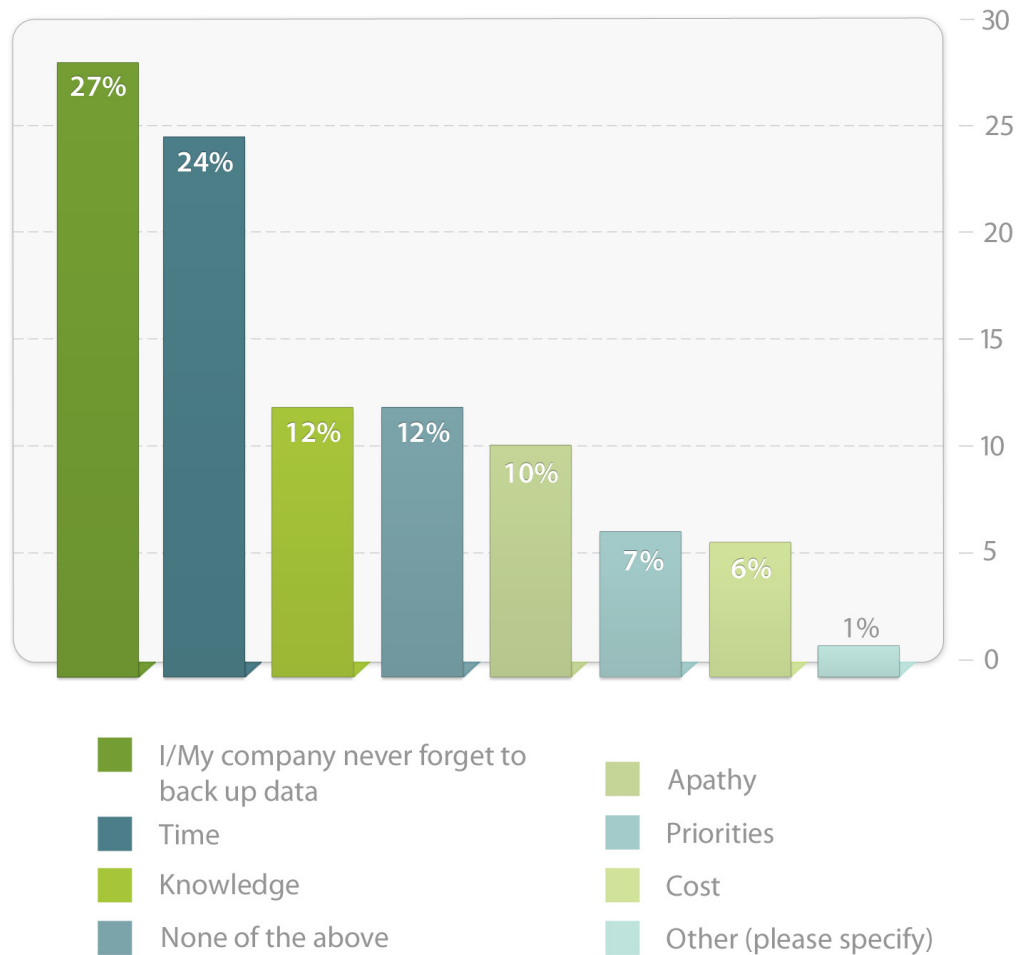


**Figure 2** (Source: 2010 Back up; Don't Smash Up Mozy Small Business Report)

### Finding 3: Time is the enemy of backup.

Thirty three per cent of businesses site time constraints as one of the key motivations behind failing to perform regular backup. Technical know-how is also a common reason for not backing up (17 per cent).

*Which of the following best describes why you might forget or omit to back up your company data?*

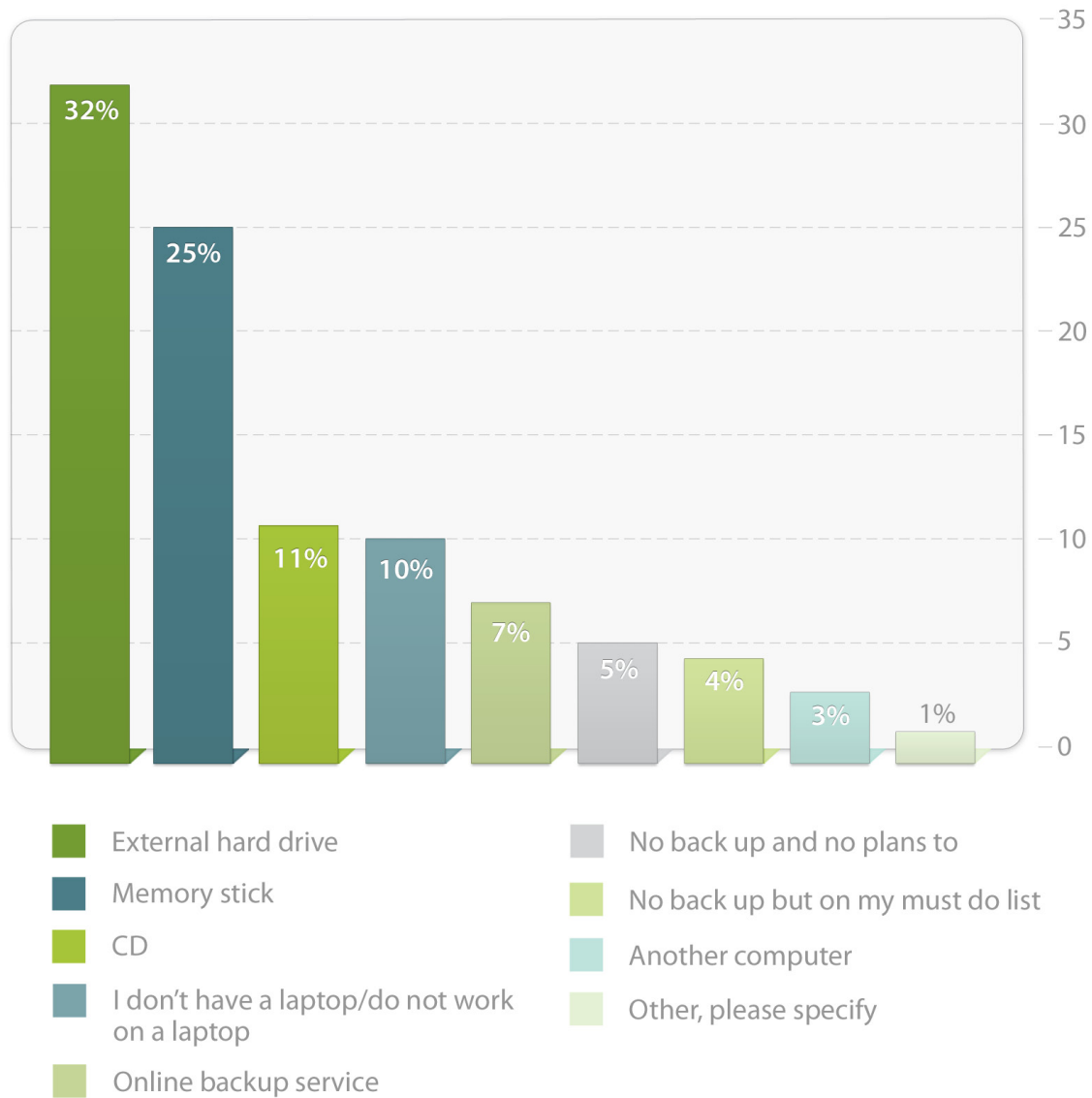


**Figure 3** (Source: 2010 Back up; Don't Smash Up Mozy Small Business Report)

#### Finding 4: Businesses are slow to embrace the benefits of online backup.

Online automated backup makes secure data storage quick and easy and allows businesses to focus on their core activities. Coupled with external hard drive backup, online backup ensures that data is totally safe and quickly restored when needed. However, small businesses typically choose only to manually backup onto physical storage devices such as external hard drives (32 per cent), memory sticks (26 per cent) or CDs (11 per cent)

*Which of the following describes how you are most likely to backup your laptop/computer?*

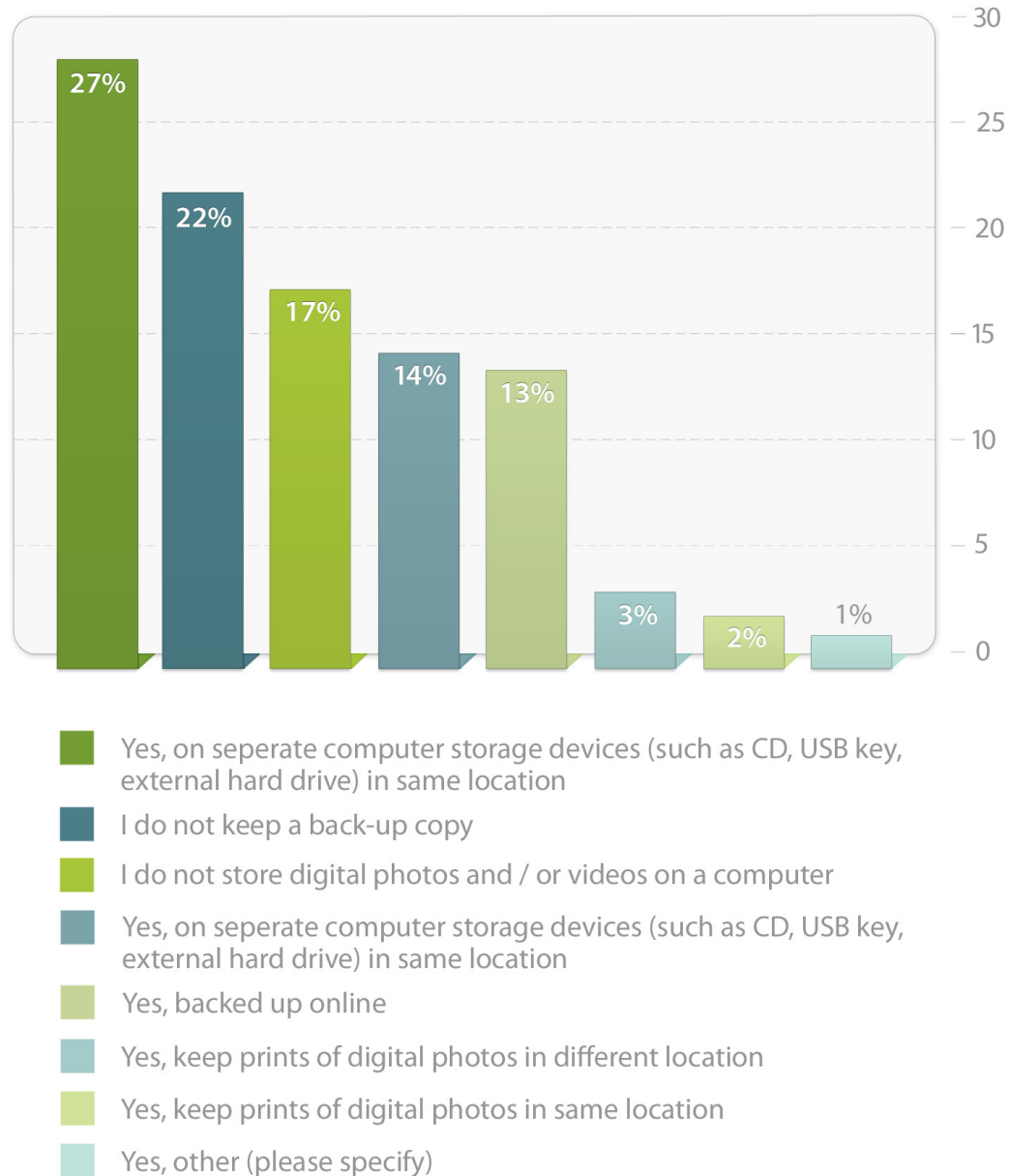


**Figure 4** (Source: 2010 Back up; Don't Smash Up Mozy Small Business Report)

## Finding 5: Businesses lag behind consumers in the adoption of online backup.

Compared to small businesses (Figure 4: 7 per cent), almost twice as many consumers (Figure 5: 13 per cent) choose online backup to keep their data safe.

*Consumers: Do you keep a backup copy of your digital photos and/or videos and, if so, where do you keep this?*



**Figure 5** (Source: 2010 Back Up; Don't Smash Up Mozy Consumer Report)

## Conclusion

Small businesses know that they rely on the data that is stored on their computers but they are often too busy looking after their businesses to look after their data. Where the owners of smaller firms have found time to put a backup strategy in place, they still don't have the bandwidth to back up regularly or to implement new solutions, like online backup. Small business owners should reflect the value they put on their data in their attitudes to protecting it and would benefit from embracing solutions that automate secure backup.

## About Mozy

Mozy is the world's most trusted online backup service for consumers and small businesses with more than one million customers, 50,000 business users and 25 petabytes of information stored at its multiple data centres around the globe.

Mozy's consumer product, MozyHome, offers online backup for personal home users covering all file types, from family photos to financial documents, with the same military-grade encryption used by online banks during data transfer for £4.99 per month for a single computer. Any consumer may download and try MozyHome, with 2GB of free backup, by visiting <http://www.mozy.co.uk>.

Mozy's business products, MozyPro, offers automated and easily managed multi-users online backup for small offices, home offices and small businesses through a pay-as-you-go model with no set-up costs. Complete security assurance is provided for £3.99 per month + 50p per GB. Server licenses cost £6.99 per month + 50p per GB.