

# Secure Online Backup for Consumers



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## Back Up; Don't Smash Up

### An overview of consumer backup habits in the UK and Ireland

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#### Foreword

People rely upon computers for all of life's activities, including communicating with friends and family, shopping, banking, listening to music, sourcing information and storing files such as digital photographs, videos and important personal documents. For many people living in the UK and Ireland, home computers and laptops are the only places used to store and view photographs, videos and music.

Despite the reliance on computers, many are unaware of the importance of effective data backup. Yes, USB keys, CDs or external hard drives keep copies of important or treasured files, but these tend to be kept in the exact same location as home computers, leaving files at the same risk of theft and damage as the computers themselves.

Online automated backup makes secure data storage quick and easy and allows consumers to focus on doing the things they enjoy. Coupled with external hard drive backup, it ensures that data is safe and can be restored speedily and with little effort 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 1,869 adults across the UK and Republic of Ireland about their personal backup adoption, usage and benefits. The findings are presented in this paper.

#### Executive summary

##### Customer trends

- The home computer has become a central part of everyday life and is now something few people can function without.
- More and more people are using computers not only for personal purposes such as surfing the web, writing emails, and storing digital files, but also for work projects. This makes effective backup a necessity rather than a luxury.
- The data stored on home computers and laptops has a high value to individual consumers. On average, the perceived value of this data is 2,500 times more than the cost of an unlimited online backup service.
- Few UK consumers choose online backup, instead opting to use only CDs, USB keys or external hard drives. These are typically kept in the same place as home computers, putting backed up data at the same level of threat as the PC on which the data originated.
- With technological advances and an increasing number of digital files now being stored on computers and laptops, using online backup in combination with local backup is the most efficient way of ensuring that data is safe and secure.
- All across the UK, people risk losing precious information and records of memories and need to realise the importance of data backup.

## 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

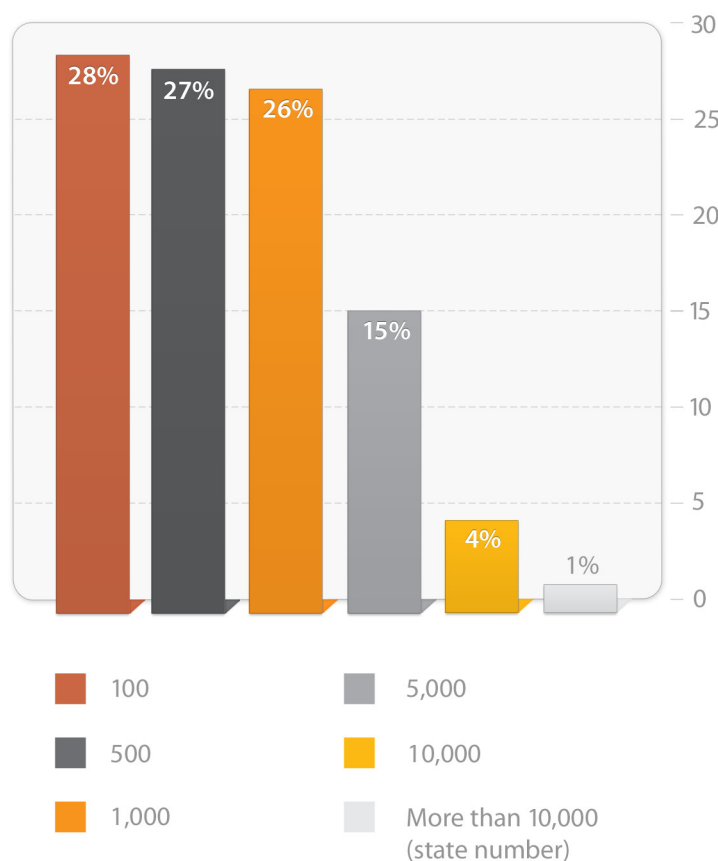
1. Hundreds of personal files are stored on the average home computer.
2. Good backup habits for pictures are rare.
3. Good backup habits for music are even rarer than good backup habits for pictures.
4. The perceived value of data on a computer is disproportionate to the cost of protecting it.
5. Personal computer files have high emotional value.

## Research findings

### Finding 1: Hundreds of personal files are stored on the average home computer.

On average, British and Irish consumers have over 1,500 digital photos or videos stored on personal computers and laptops.

*Approximately how many different digital photos and/or videos do you have stored?*

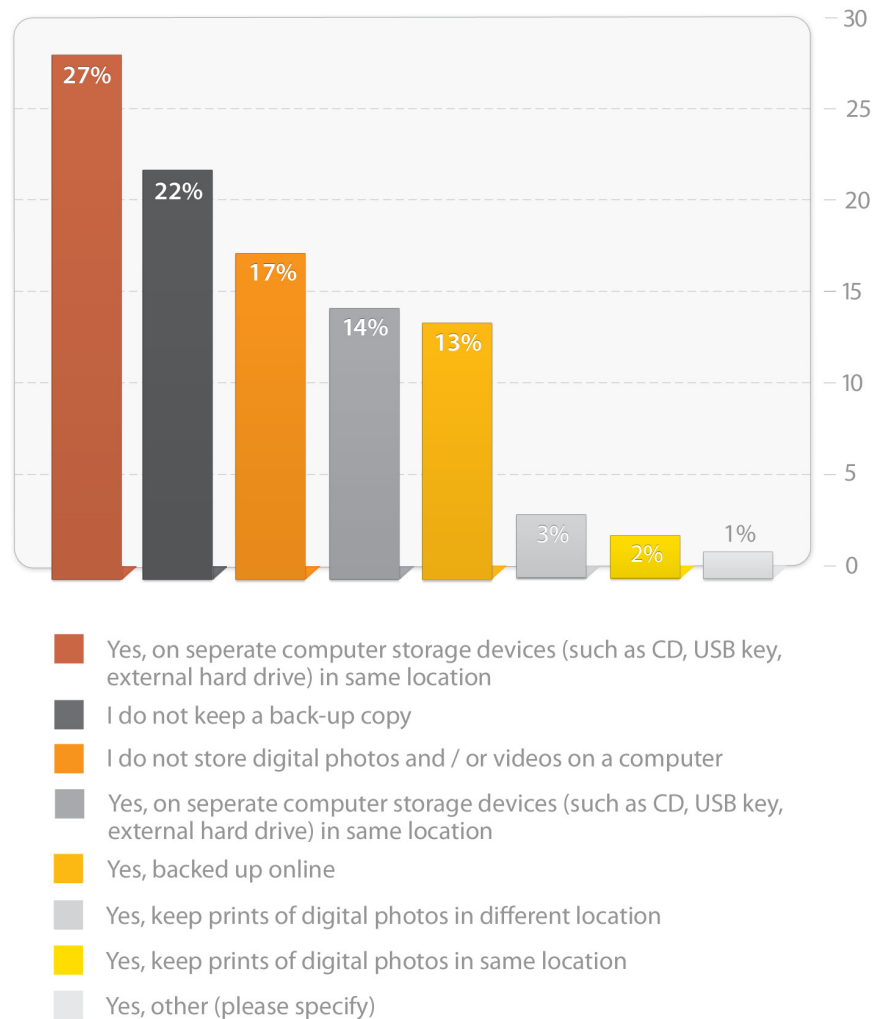


**Figure 1** (Source: 2010 Back Up; Don't Smash Up Mozy Consumer Report)

## Finding 2: Good backup habits for pictures are rare.

One in five people do not back up digital photos at all and over a quarter back up data only on a CD, USB or external hard drive.

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

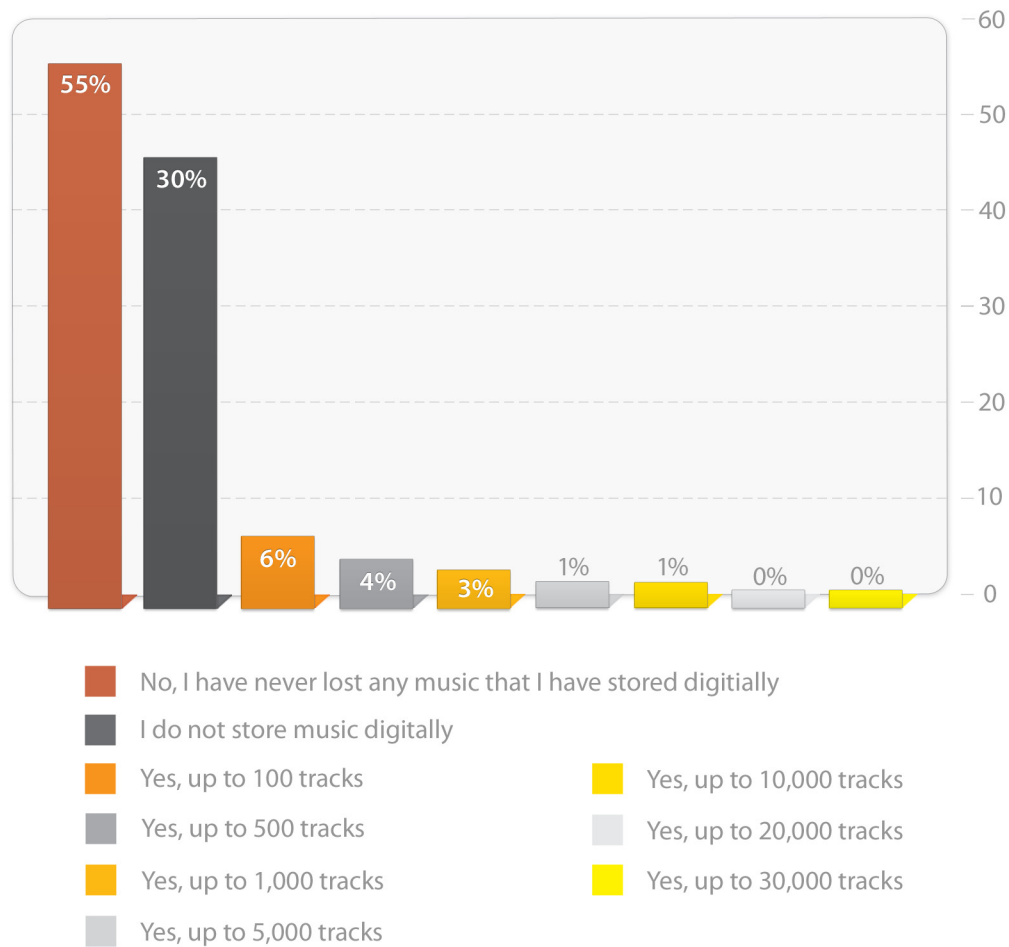


**Figure 2** (Source: 2010 Back Up; Don't Smash Up Mozy Consumer Report)

### Finding 3: Good backup habits for music are even rarer than good backup habits for pictures.

Almost two thirds of people who store digital music on computers and laptops never back up, despite 15 per cent of UK consumers admitting to losing their digital music collections.

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

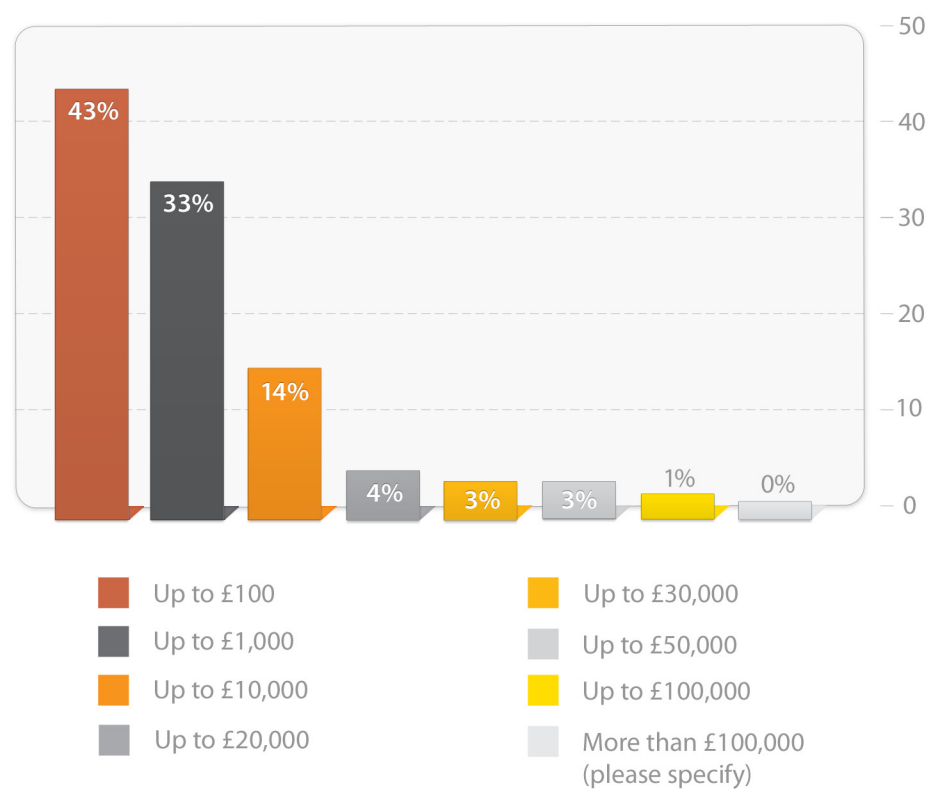


**Figure 3** (Source: 2010 Back Up; Don't Smash Up Mozy Consumer Report)

**Finding 4: The perceived value of data on a computer is disproportionate to the cost of protecting it.**

People in the UK value the total data stored on their home computers at an average of £12,484, which is 2,500 times more than the cost of a month’s unlimited online backup.

*If you could do so, how much would you insure against personal data loss?  
Or rather, how much do you think your personal data would be worth if you could buy it back?*

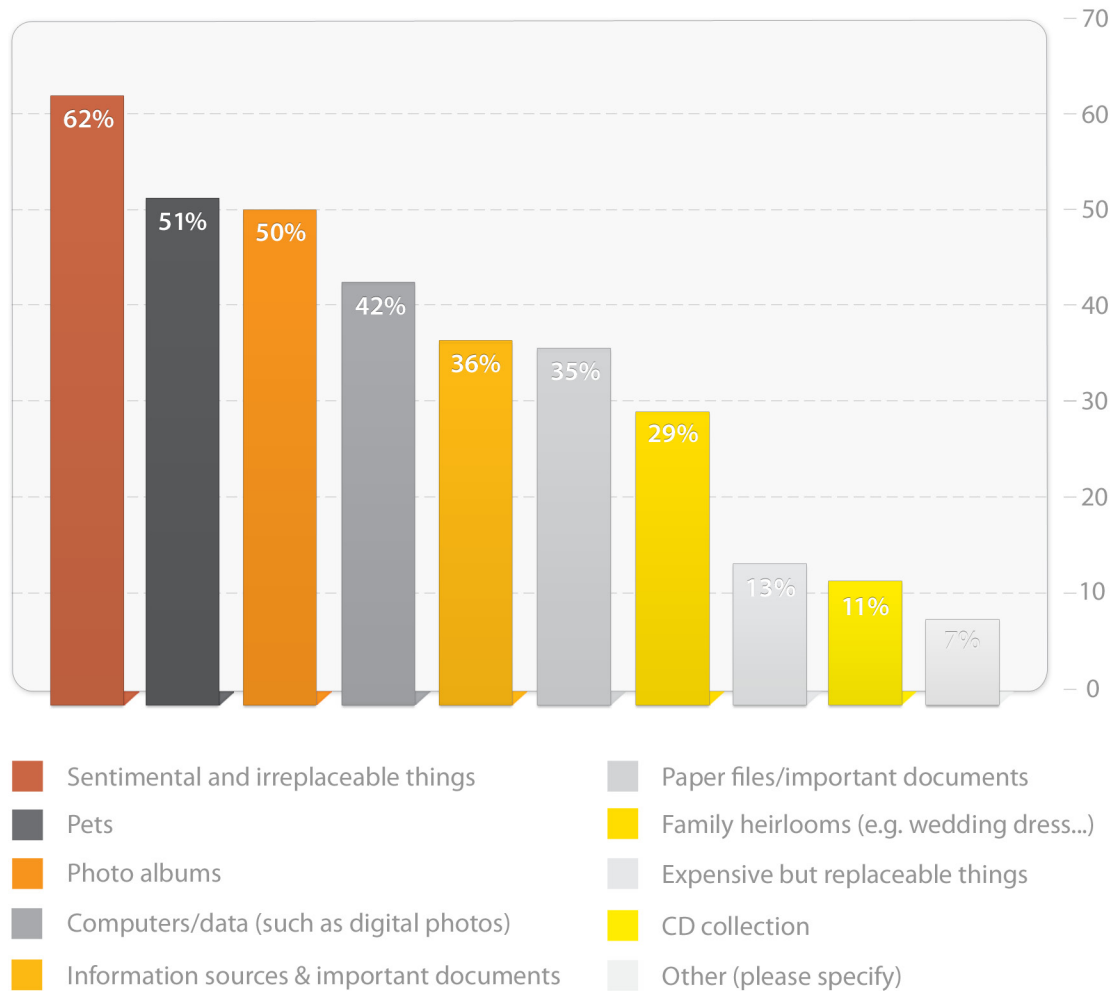


**Figure 4** (Source: 2010 Back Up; Don’t Smash Up Mozy Consumer Report)

## Finding 5: Personal computer files have a high emotional value.

Forty per cent of survey participants said they would save a computer from a fire rather than family heirlooms or their CD collection.

*Which of the following would you save if possible in a house fire?*



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

## Conclusion

Computers play a central role in modern day society, in both our home and working lives. Computers have created a personal space for us where we chat to friends, share our thoughts and store our keepsakes. The computer has taken over from the diary, the scrapbook, the photo album, the address book and the shoe box where you keep old letters. At the same time, it's also taken the place of your record bag, video library and TV. The emotional value of all of these things is converging on the computer.

This research shows that people are not only storing vast quantities of personal information on their computers – they are also losing it. And with that, they lose precious memories such as birthdays and weddings they'll never be able to capture again.

Online automated backup makes secure data storage quick and easy and allows consumers to focus on doing the things they enjoy. Coupled with external hard drive backup, it ensures that data is safe and can be restored speedily and with little effort when needed.

Computers are always at risk of damage, hardware failure and theft. The most effective and efficient way to keep data safe is using a combination of both offsite and local backup, yet the research clearly suggests that although UK consumers recognise the importance of these files, they are largely unaware of their data backup needs.

For peace of mind, and to ensure that their data is there for as long as they need it, people should look to a combination of online and local backup, which is simple, automatic and secure. This will mean that they can quickly and easily retrieve their files should anything happen to them and make sure that their memories are there to be enjoyed long into the future.

## 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.