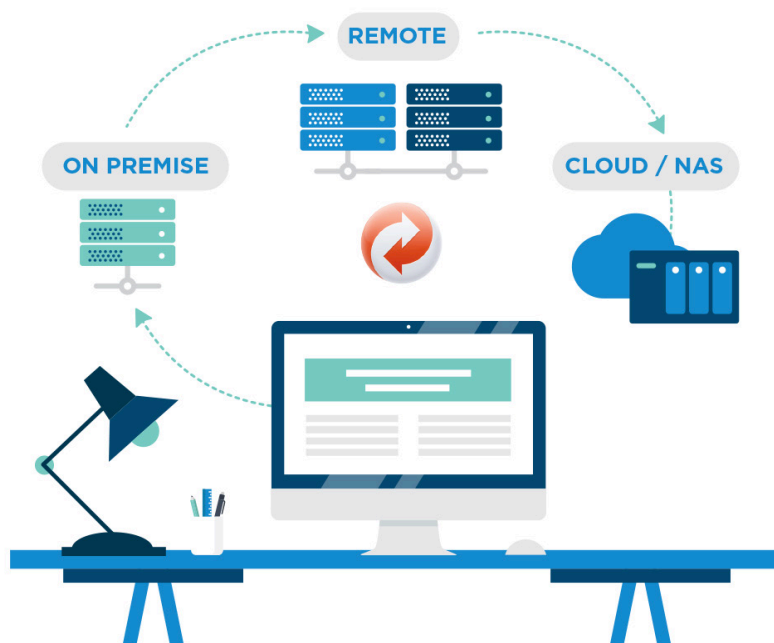**GoodSync**

Backup Demystified

All business processes rely on high availability of mission critical data and fast recovery in case of an error, theft, disaster, or malicious activities. Continuous and secure data flow is the blood line of any modern enterprise. Mission critical data must be protected and secured, but also easily and readily accessible to all business processes.

As much as 20% of small to medium businesses will suffer a major disaster every five years, causing loss of critical data (CloudBackup's Facts about Data Loss: Richmond House Group), and 60% of them will shut down within six months of the disaster.

About 70% of data loss is contributed to: accidental deletion, disk or system failure, viruses, fire, ransomware, and other malicious activities. Limitations of traditional built-in backup solutions prevented two-thirds of these companies from restoring their lost data due to either an inadequate backup strategy or a complete lack of one.

Mission critical data backup is an integral part of every Data Loss Prevention (DLP) and Business Continuity Planning (BCP) strategy.

A modern data backup strategy must be flexible enough to mitigate all of the risks listed above. Such a strategy must include multiple copies of mission critical data made on geographically dispersed storage mediums, as well as variety of automation options to match the specifics of each given destination.

Below is a table which summarizes suggested backup strategies based on the most likely causes of data loss in today's dynamic environment.

Popular Backup Destinations vs Data Loss Risk Factors

GoodSync is a universal backup platform that gives businesses the flexibility to implement a variety of backup solutions in one software package. GoodSync allows businesses to completely customize a backup strategy for each given environment by combining the world's most advanced data backup options with a variety of backup destinations in an easy to use interface.

	On Premise Backup	Remote Backup	Cloud Backup
Accidental Deletion	✓	✓	✓
Data Corruption	✓	✓	✓
Disk/System Failure	✓	✓	✓
Fire		✓	✓
Ransomware		✓	✓
Viruses / Malware		✓	✓
Power Outage		✓	✓
Theft			

By combining multiple data backup destination options with flexible automation modes, GoodSync can mitigate the entire spectrum of data loss threats.

When deciding on a backup strategy, businesses must also take into consideration time sensitivity, the size of the mission critical data, as well as the frequency of changes and available network resources.

Backup Automation vs Data Characteristics

Multiple automation and destination options allow real-time backup of time-sensitive data to a backup medium located on premise, while periodical and scheduled automation modes are optimal for a secondary, off-premise backup copy.

The key to a successful backup strategy is a carefully tailored combination of mission critical data backup destinations and corresponding optimal automation options.

Please feel free to consult our most used backup scenarios to get insight on setting up specific GoodSync Jobs. Our experts are ready to assist you in designing, evaluating, and setting up customized backup strategy for your business.

Other GoodSync backup advanced features include: version control, bandwidth throttling, notifications, conflict resolution, ACL permission detection and propagation.

Destination	Real-Time Backup	Periodic Backup	Scheduled Backup
On Premise	✓		
Remote		✓	✓
Cloud			✓

Data Time Sensitivity	Real-Time Backup	Periodic Backup	Scheduled Backup
High Availability	✓		
Medium		✓	
Low			✓