ARE YOU READY FOR A DATA DISASTER?

Smart data management strategies to help you eliminate hidden risks

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IRON MOUNTAIN SERVICES

This guide covers the following topics - to discover more about each area, click on the icon.

- Data Growth
- Data Backups
- Archive Storage
- Business Continuity
- Offsite Data Protection
- Tiering Data
- IT Asset Disposition
DATA TODAY AND AS IT GROWS INTO THE FUTURE

According to IDC estimates, we will have 44 times more data in 2020 than we had in 2005! — that's upwards of 35 zettabytes.

Analysts are projecting a gigantic boom in data growth, which is being described as a zettabyte apocalypse. While the numbers are staggering, it's easy to understand why:

- Data is relied upon more than ever before — incorporating high-definition video, medical images, mobile applications and more.
- You and your colleague are creating increasing amounts of data.
- With mobile technology, we can generate data any time, any place, anywhere — and we're doing this more and more.

Your organization operates in a business environment that thrives on data. You know that effective data management is important, but you also realize that unconsidered circumstances can expose flaws in even the best data management strategies.

Read this eBook to transform the way you manage data.
BACKUPS: ONLINE OR OFFLINE?  
ONSITE OR OFF?

WE TEND TO THINK ABOUT BACKUP DATA IN TERMS OF ITS ACCESSIBILITY. THE FASTER WE CAN RETRIEVE IT FOR RECOVERY PURPOSES, THE BETTER.

Your company depends on disk as a primary storage method. But you need more than just disk-based protection to safeguard critical data.

Have you considered the potential risks from disk-based backups? Their continuous nature means your critical backup copies could be corrupted by malware, software or human error.

To mitigate risk, store additional backup copies offsite and offline. This will provide static restoration points that are less susceptible to error.

What happens if:

1. You run a software upgrade that corrupts your online backup copies?

2. A corruption perpetuated across multiple online backups forces you to rebuild from months-old data?

DID YOU KNOW?

THE COST OF THE 2014 SONY BREACH, WHICH EXPOSED HUGE AMOUNTS OF EMPLOYEE INFORMATION, COULD EXCEED $100 MILLION.²
TAKING BACKUPS OFFSITE

GETTING BACKUP DATA OFFSITE, OFFLINE AND OUT OF DANGER IS AN ESSENTIAL ELEMENT OF ANY EFFECTIVE DATA MANAGEMENT STRATEGY.

If you want to securely transport your backup media offsite, we have the resources to help you do it. We'll follow a rigorous chain-of-custody with scans at every transition point. We'll also give you an accurate audit trail from the time we pick it up to the moment it arrives at our facility.

We'll then store your tapes and other media in secure, specially designed, climate-controlled vaults. We'll manage them following standardized, proven protocols and best practices. This will keep the critical data they contain safe from hackers and protected against loss, theft and corruption.

And when the time comes for you to access that data for recovery or restoration purposes, we'll help you quickly locate the required tapes and return them to you as internal and external timelines dictate.

The result? No more questions or concerns about the security and integrity of your backup data.
ARE YOU READY SHOULD DISASTER STRIKE?

Preparation is the key to an effective disaster response. You need to know how to go about recovering and you need a plan that’s been proven to work.

Do you have detailed procedures that outline how you’ll recover in the event disaster strikes? If so, are you confident the plan will actually work in those critical moments when time is of the essence?

Whatever your answers to either question, you need to be sure you have a thorough and well-tested disaster response plan ready to kick in if needed. It should confirm you can be back up and running, in accordance with internal and external requirements, as quickly as possible.

What happens if:

1. You experience a small-scale event, such as a virus attack or operating system corruption, that damages just a subset of infrastructure?
2. Disaster strikes, but you haven’t tested your plan in over a year?
3. You have to restore an important set of data from a Cloud backup, but power and network connectivity are inconsistent?

DID YOU KNOW?

According to the 2014 Disaster Recovery Preparedness Benchmark Report, more than 60% of businesses do not have a fully documented DR plan.
PREPARING AN EFFECTIVE DISASTER RESPONSE

READINESS FOR DISASTER IS A MULTI-FACETED EFFORT. YOU NEED TO PROTECT CRITICAL DATA, KNOW WHAT TO DO TO RESTORE AND HOW TO RECOVER IT.

By addressing each of these areas, you'll have what it takes to quickly resume operations if disaster strikes.

We'll help your organization build hybrid tape-Cloud backup strategies that match the access needs of active data to the appropriate technology. Your business needs don't stop in the wake of a disaster. You'll still need immediate access to communicate with your customers, invoice and collect money.

Any data you write to backup media will be stored offline, offsite and far from common disaster zones. Its integrity will be protected until you need it to support a recovery.

By moving your business-critical systems to recovery in the Cloud and your less critical systems to tape, you can balance recovery time and cost.

We can also advise on how to create a customized disaster response program - and test it across a wide array of real-world scenarios that will confirm that it's ready to support your recovery efforts.

We will help you execute your disaster plan by delivering backup tapes direct to your recovery site. So you can quickly recover your data and get up and running again.

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KEEP DATA BACKUP SECURE AND WITHIN BUDGET

Is there a cost-effective alternative to disk - and cloud-based backup?

Advanced disk- and cloud-based backup technologies are increasingly popular because they allow organizations to establish faster recovery time and recovery point objectives (RTOs/RPOs).

When you're able to implement tighter backup windows, it means your organization can recover its critical data in a more effective and timely manner.

However, exponential data growth can quickly make these approaches cost-prohibitive.

More data means larger volumes to back up. And larger backups mean you must dedicate more money to this one aspect of your data management strategy. What's more, relying exclusively on disk and Cloud backups also makes missed recovery windows possible, should the systems be down or unavailable for any prolonged period of time.

What happens if:

1. Your data volumes start to outpace your budget?

2. A technology failure inhibits your ability to access and restore data when it's needed most?

Discover how tiering backup data holds the answer to these questions.

DID YOU KNOW?

THE TOTAL COST OF THE AVERAGE DISK-BASED BACKUP SOLUTION IS 26 TIMES HIGHER THAN A COMPARABLE TAPE-BASED SYSTEM.4

MORE ABOUT DATA TIERING
TIERING BACKUP DATA

An effective data management strategy features the right mix of backup technologies.

Not all data belongs on disk or in a cloud-based backup. An effective data management strategy will intelligently combine multiple approaches to consider the unique characteristics of each data set.

When you choose Iron Mountain, you can build a comprehensive data tiering program that blends cloud and tape for optimum recoverability and cost efficiencies.

We'll work with you to understand your organization's current storage strategies. Then we'll match the right data protection technologies to specific business requirements and user access profiles.

For example, your active data could back up to the cloud, while anything that's inactive can be archived on offsite tape.

By separating inactive data from high-demand, need-it-now information, you'll be able to free up valuable disk space to accommodate data growth. And you won't overtax limited budgets or have to make costly hardware purchases.
WHAT DO YOU DO WITH THE ASSETS YOU NO LONGER NEED?

CALLING TIME ON REDUNDANT HARDWARE AND UNSUPPORTED TAPE SYSTEMS AND MEDIA

Mergers, acquisitions, and data center consolidations are commonplace in today’s business world. As two companies blend into one, or a data center shrinks to a fraction of its original size, hardware will become redundant. Likewise, several tape systems, as well as the media they write to may no longer be supported.

In these situations, you should dispose of anything unwanted. But you must also remember that the data on this equipment must be permanently erased to protect against accidental exposure.

What happens if:

1. Data is **stolen from a hard drive before it can be destroyed**?
2. You’re audited months after a merger, but aren’t sure on what tape, or tape format, the **requested data resides**?
3. The insights needed to launch a **new business strategy** are nowhere to be found?

READ BEST PRACTICES FOR SECURE DISPOSITION

DID YOU KNOW?

THE VOLUME OF E-WASTE IS EXPECTED TO GROW 33% BY 2017, WHEN IT WILL WEIGH THE EQUIVALENT OF EIGHT OF THE GREAT EGYPTIAN PYRAMIDS.
BUILDING A SECURE, COMPLIANT DESTRUCTION PROGRAM

Redundant assets or those at end-of-life are no trivial concern – you can’t cast them aside and forget them. They merit the same level of attention you apply to in-use production and backup systems. We make this possible.

We can help you dispose of unneeded IT equipment – as well as the data on it – in a secure, environmentally conscious manner. And because we note each asset’s features, configuration, and location at all times throughout the process, you can be sure that your destruction program isn’t creating new opportunities for a breach.

In addition, we can offload the burden of supporting your unneeded or legacy tape backup systems and give you more time to dedicate to strategic projects. For example, we’ll help you track the contents of your media, regardless of the application used to write the data or the type of tape storing it.
Please visit our website, or call us at 1.800.899.4766 (IRON) to learn about the many ways Iron Mountain can help you answer data management’s most critical questions.

ABOUT IRON MOUNTAIN

Iron Mountain Incorporated (NYSE: IRM) provides information management services that help organisations lower the costs, risks and inefficiencies of managing their physical and digital data. Founded in 1951, Iron Mountain manages billions of information assets, including backup and archival data, electronic records, document imaging, business records, secure shredding and more, for organisations around the world.

Visit the company website at www.ironmountain.com for more information.

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