Meta description: <meta name="description" content="Learn how to determine the best backup strategy for your organizational data, recognize critical mistakes to avoid, and implement best practices to keep your data safe.">

Headline: Best Backup Strategy & Best Practices for Your Business Data

Article to beat: Your Organization's Backup Strategy | Articles and How-tos

Primary Keyword: backup strategy

Secondary Keywords:
backup strategies
backup best practices
server backup strategy
enterprise backup strategies
enterprise backup best practices
it backup
data backup strategy
types of backup strategies
backup policy best practice

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make sure to incorporate DriveSavers backup best practices with the 3-2-1 backup principle

Data backup is necessary to protect your business's bottom line. Too many external, threatening occurrences have the potential to eliminate your company data in one fell swoop. The single desktop that may house all of your current information could suffer one crash and all of your data is gone. An external hard drive or mobile device could be stolen. If you don't have the best backup strategy in place and your office became victim to a fire or a flood, might all of your company's information drown in flames as well?

From disgruntled employees (especially those who oversee your data storage!) to natural disasters to hacker attacks, the loss of your data on any given day surrounds you. Being precautious and ensuring that you have multiple backup strategies in place will help both you and your data rest easy each night. Luckily, the experts at DriveSavers can help set you up with multiple, automatic backup strategies that will keep your data current and safe.

What are the 3 backup strategies used in businesses?

Before we take a look at the best data backup strategy, you should firstly understand the pros and cons of your three main backup options when it comes to your company's data.

There are three types of backup strategies utilized to house information:

- **Tape backup** uses a tape cartridge that allows you to recover data in the case of a hard disk issue.
    - Pros
        - longevity,
        - capacity,
        - security.
    - Cons
        - cumbersome retrieval process;
        - outdated;
        - not digitally accessible.

- **Disk**, also known as **disk-based backup**, sends data to an external hard drive.
    - Pros
        - available on your system;
        - easy to access;
        - in-house.
    - Cons
        - limited to local computer size(s);
        - able to be hacked;
        - problematic if computer experiences damage.

- **Cloud** backup, or **online backup**, stores your data on a remote server.
    - Pros
        - virtual-based;
        - user-friendly;
        - less expensive than external devices.
    - Cons
        - allows potential hackers;
        - lengthens file retrieval path;
        - prevents file access if internet goes down.

For major organizations, tape drive systems can provide some relief from potential hackers and is an effective server backup strategy. Enterprise backup strategies for smaller organizations with minimal budgets include multiple external devices.. Tape drive systems are generally more expensive. Cloud backup is recommended across the board.

Best Backup Strategy

Most experts agree that the 3-2-1 rule implemented by DriveSavers is the most ideal means of assuring your company's data is protected. This means:

- three total copies of your data;
- two local copies (on two different devices);
- One off-site copy.

The mantra typically translates to one original copy, a backup on an external hard drive, and another in the Cloud. If you're not sure which data qualifies as backup-worthy, the basic rule is that if the loss of the data would disrupt your business, back it up.

Backup Best Practices

Aside from ensuring that you have the 3-2-1 backup strategy in place for your organization, there are other tactics you can employ to further implement enterprise backup best practices.

Backup your data nightly.

If work is being done every day, data should be updated every day then as well. This will ensure that all modifications within your organization are kept up to date.

Set a schedule using software that will automatically backup your data.

Take the pressure off of ensuring that backup happens at all by using a software that will follow a schedule of automatic backup.

Use fire-proof safes to house your physical backup devices.

Disasters happen and, should your office be victim, you'll be grateful you took the initiative to house your physical backup means within fire-proof zones.

Consider a security box at a bank.

Though this limits your accessibility, many companies pay extra fees to house their data in this one additional place, knowing it will qualify for the bank's excess security efforts beyond their own IT backup.

Types of Backup

No matter where you ultimately choose to house your data, there are additional backup options that vary by frequency and quantity:

- Full
    - copies all files, folders, settings, etc. onto the designated device;
    - causes redundant data by constantly re-backing up the same data.
- Incremental
    - backs up all files that changed since previous backup of any type;
    - best follows a periodic full back-up.
- Differential
    - backs up any files that changed since the last *full* back-up;
    - takes up more storage space than incremental.

Mistakes to Avoid for Backup Strategies

Even with your best efforts, certain aspects of critical data backup strategy can be overlooked when implementing a process. Be sure that you are covering all of your bases and avoiding these common mistakes:

- using only *physical* devices;
- using only *digital* devices;
- avoiding backing up ALL relevant data;
- housing data in an inaccessible area;
- failing to test backup methods for accuracy and efficiency.

With so many components to backup from types to locations to amount of data to qualified data, it can be challenging to ensure you're doing everything necessary to protect your organization's information.

If you find yourself struggling to recover the data you thought you had, contact the experts at DriveSavers to get it back.