

Kroll Ontrack: Cloud Gains Popularity for Backups

Written by Marco Attard
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According to the results of a survey by data recovery firm Kroll Ontrack released on 31 March-- aka World Backup Day-- the cloud is gaining popularity as a backup solution by both businesses and consumers.



The survey covers 528 respondents across N. America, Europe and Asia.

Traditional external HDDs remain the backup solution of choice for 51% of 2016 survey respondents (a decline of 17 points from 2015), while 23% are considering the cloud (a 5% increase). Respondents are also taking steps to ensure data is backed up, with 86% having a solution in place at time of data loss, with 16% using the cloud, 58% using an external HDD, 8% implementing tape and 11% using a NAS.

However, the survey shows companies are still using losing data, in part due to minor oversights, such as failure to ensure a backup solution is operating correctly (22%), not including a device in backup procedures (21%) and non-current backups (21%).

“It’s no longer enough to have a backup solution where you hope for the best,” Kroll Ontrack remarks. “As survey results indicate Y-o-Y, conducting backups is just one step in the entire backup strategy. Regularly ensuring your backup solution works effectively and the data is accessible is also essential. In cases where oversight or backup failure leads to data loss, consider enlisting the assistance of a creditable and experienced data recovery provider.”

The company also suggests a number of tips for customers wanting to ensure successful backups-- investment in a backup solution, setting a backup schedule for all identified devices

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and media, ensuring all backups are running as per determined schedule, checking of backup reports and regular testing of backups for data validation.

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