How to cut back and make savings on your business data protection.

The first thing you reach for when you have a disaster is your insurance. Data backup is your insurance but unfortunately when trying to make savings it's the first thing to get the chop. In my opinion a very big mistake in the 10 years of being in the backup business I've seen many businesses do just that and never recover.

Here are a few tips to help you cut costs and still maintain data protection.

1. Housekeeping. We are all guilty of it, yes laziness we just backup everything, however this is the easiest way to cut costs. Sort and grade your data as you would in any filing cabinet. Get rid of duplicates and large graphic files/photos that can be retaken (digital photos cost nothing to recreate). Get rid of unneeded scanned items and PDF files they are all data intensive. Date organise your files and any file that is well out of date archive it to local data storage.

2. Filter employee's user folders. Check that your employees are not storing lots of their personal media files and getting them backed up, this is quite a common problem and an unnecessary cost. All these types of files can be filtered out from the backup using our backup software.

3. Check your backup account storage. At least once a month check your data storage in your customer portal, are you using the optimum account size? If there is plenty of empty space, ask to get the account size reduced.

4. Check your retention. This is the safety dustbin that keeps deleted date for a set amount of time just in case you might need to restore it. Make sure you are not keeping deleted data for too long and adjust the amount of time you need to keep it.

5. Exchange database email. Again we are all guilty of this, keeping everything in email, not deleting or moving out attachments. A little bit of discipline and housekeeping here goes a long way to cost cutting.

6. Disaster scenario. Lastly create a scenario where you have a major disaster and loose everything and then have a meeting to discuss what data would you really need to get you back up and running.

7. What to keep. This data should only be the most current and important data to keep you in business. Databases, sales and bought ledgers, accounting, legal documentation, current projects and plans, any original file that cannot be recreated. This data should be the only data that you are paying to be backed up offsite.

I hope these tips assist you in making some cost cutting changes to your data protection.

Kind regards   Andy Lister