



Top Reasons to Implement a 3-2-1 Backup Strategy

START WITH THE BASICS

A 3-2-1 BACKUP STRATEGY USES THREE COPIES OF YOUR DATA

3  Your production data plus two backup copies.

2  It's important to store the backup copies on different media. Make sure one is immutable storage.

1  Keep a copy offsite and isolated from the main network. Use an air gap to establish a data vault.

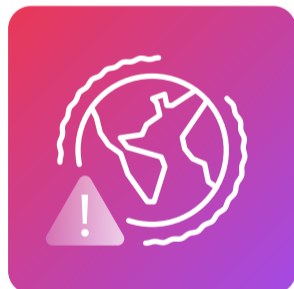
BENEFITS OF 3-2-1 BACKUPS

Using a 3-2-1 backup strategy provides predictable, fast, and clean data recovery for better:



CYBER RESILIENCY

Cyber criminals are targeting backups. Use 3-2-1 to secure your last line of defense for rapid recovery.



DISASTER RESILIENCY

Natural disasters are becoming more frequent. With 3-2-1 you can store a backup in a physically safe location.



BUSINESS CONTINUITY

Downtime is a huge disruptor to any organization. Use a 3-2-1 strategy to minimize disruptions and restore quickly to stay always on and in compliance.

BETTER PROTECT YOUR BACKUPS

Protect, detect, and recover rapidly in the event of a disaster, whether it's a cyber attack, natural disaster, or human error.



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