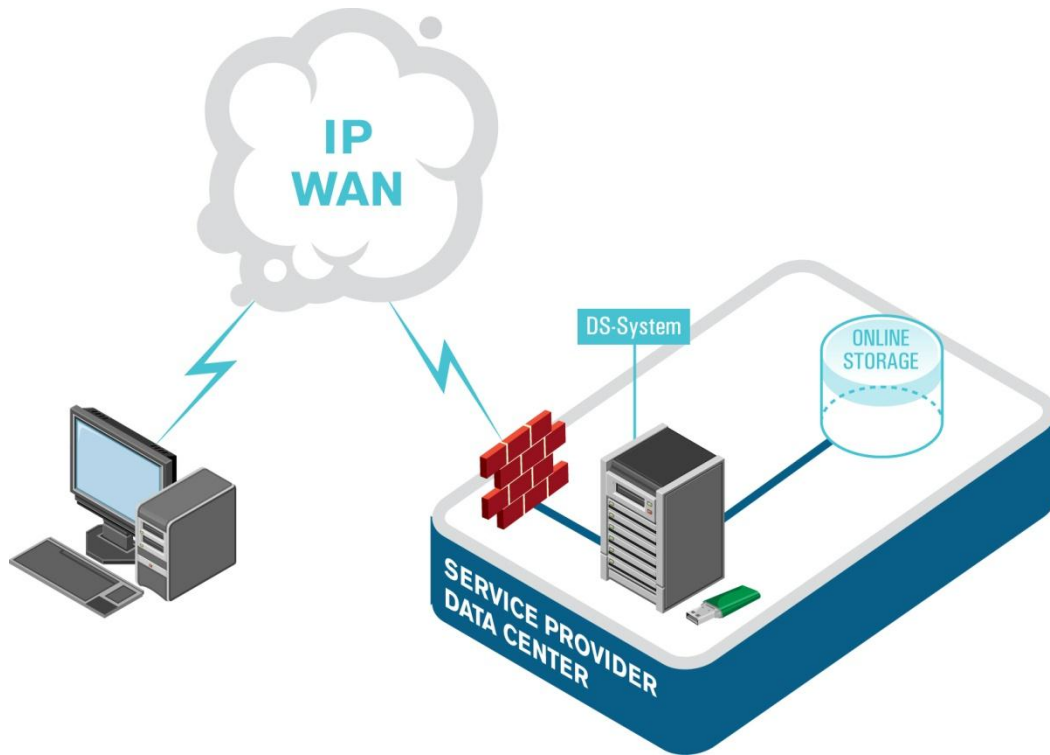


# What is Cloud Backup?

# What is Cloud Backup?

- Cloud Backup and Recovery (BUR) can be realized in the following two ways:
  - By outsourcing data backup to a Managed Service Provider (MSP) – Public Cloud Backup.
  - By backing up data to an internal cloud – Private Cloud Backup.
- For simplicity, this presentation will focus on Public Cloud Backup.

# What is Cloud Backup?



- At the most basic level, Cloud Backup involves the backing up of one's data into a service provider's data center, over a Wide Area Network, using standard internet protocols.

A long, straight asphalt road stretches into the distance under a cloudy sky. The road has a yellow double line in the center and white lines on the sides. The landscape is flat and open, with some low vegetation and distant mountains under a blue sky with scattered white clouds.

# Cloud Backup?

- The main premise of cloud backup is that the hardware infrastructure is shared, thereby increasing efficiencies and reducing costs.
- Think of Cloud Backup as having an unlimited amount of storage that's highly available, secure and inexpensive.

# Who should use Cloud Backup?

- Anyone from a regular consumer to multi-billion dollar corporations.
- While the basic premise of cloud backup remains the same, different types of service levels are provided to different people/organizations based on requirements.



# Digging Deeper.

A Cloud Backup Solution is characterized by the following attributes:

- Service Based
- Ubiquitous Access
- Scalable & Elastic
- Metered by Use
- Shared & Secure

# Service Based.

- Cloud Backup services need to provide a variety of granularity when it comes to Recovery Time Objectives. One size does not fit all. Your recovery objectives could depend on your business needs, on the type of applications within your company's environment etc.
- You should never have to manage the back end storage repositories in order to back up and recover data.





# Ubiquitous Access.

- Cloud Backup utilizes standard networking protocols (which today are primarily but not exclusively IP based) to transfer data from your environment to the service providers'.

The image features three coiled cables of different colors: a pink one on the left, a light blue one at the top, and a darker blue one at the bottom. A dark grey semi-transparent box is overlaid on the right side of the image, containing text.

# Scalable and Elastic.

- Cloud Backup enables flexible allocation of storage capacity without limit. Storage is allocated on demand and also de-allocated as you delete backup sets as they age.

# Metered by Use.

- Cloud Backup is typically procured on a per-gigabyte per month basis. Prices tend to vary based on the age of data, type of data (email, databases, files etc.), volume, number of backup copies and Recovery Time Objectives.

# Shared & Secure.

- The underlying technology enabling Cloud Backup is 'shared everything' (multitenant platform).
- Security in the cloud is critical. You can never have access to someone else's data. Additionally, even Service Providers must not be able to access your data without your permission.

To succeed, you must share.



# Defining Cloud Backup.

- An industry wide, brand agnostic definition is currently work-in-progress.
- Tremendous work being done by a Special Interest Group for Cloud Backup under SNIA.



## Find out if Cloud Backup is right for you.

- Schedule a Consultation:
- <http://www.lincolnarchives.com/RequestConsultation.php>

# Resources.

Learn more about Cloud Backup.

[NIST definition of Cloud Computing](#)

[Wikipedia definition of Cloud Backup](#)

[Storage Networking Industry Association - Special Interest Group for Cloud Backup.](#)

[The Cloud Backup Blog](#)

Cloud Backup [LinkedIn Group](#)



**Asigra.**