



# How's that Backup Working for You?

## Technology Trends

It can happen in an instant for any number of reasons – ransomware, theft, hardware failure, even a natural disaster, and poof! Businesses lose data and access to it each year. Data breaches are becoming all too common. In fact, according to a Ponemon Institute study, the average cost of a data breach was \$148 per compromised record. So it's not surprising that the global data backup and recovery software market is expected to reach \$22.22 billion U.S. dollars by 2023.

Historically, data backup technologies have used backup applications that copy files to tape based on a predetermined backup schedule. But as more and more businesses migrate to the cloud, MSPs are seeing increased demand for cloud-based backup services. In fact, 451 Research indicates that 60 percent of organizations place a priority on cloud-based backup and recovery. But not all cloud backup and recovery solutions are the same.

## Synchronization Technologies for Backup

Let's look at how backup works with enterprise synchronization technologies. These products are designed to synchronize and share a subset of your files with other people or devices. Only the files you choose to upload to these products are stored. Synchronization technologies are not designed to back up your whole computer. If you use a cloud drive as a primary repository for all of your files and photos, you can effectively obtain the same protection.

Additionally, because most synchronization technologies store only part of your files in the cloud, any residual data not stored in the cloud is at risk. This risk also applies to sensitive corporate data stored on devices, such as mobile phones, not centrally protected by encryption technology.

On top of the limitation of file size and syncing, these solutions are not the best for most IT departments. According to Gartner, most cloud enterprise synchronization technologies were not designed to enable corporate IT to control their own recovery in the face of user data loss after malicious attacks.

## Traditional Cloud Backup Strategies

Traditional backup software usually sends full backups and full-file incremental backups to a backup appliance. Once this is done, the entire data set is duplicated. This process adds to the overall cost, not only in data duplication and storage but with the added bandwidth and computing power this consumes. What's more, to cut down on bandwidth and speed up transfer times over the internet or WAN connections, backup data must be deduplicated and compressed. Then, to restore the backup, the data set must be rehydrated before it can be recovered for an application. Not only does the rehydration process take time, but afterward, the data must be retransmitted back to the customer location. Major cloud providers also charge egress fees that add up throughout this process.



## LucidLink for Backup & Recovery in the Cloud

LucidLink offers a cloud-native file system to store backup and archive data in the cloud with on-demand file access and data recovery from anywhere. With LucidLink Filespaces, data backs up directly to the cloud without retrieval delays, interruptions, or storage management restraints. Moving beyond typical cloud backup systems, LucidLink transforms object storage into general-use storage, configuring it directly as the backup target, and using it as if it were a local, shared volume, but both the clients and data repository can be located anywhere.

With LucidLink, there is no need to purchase additional local storage, gateways, or special connectors. By storing data directly in Filespaces via a file system mount point, users can extend backup repositories to the cloud, with no additional configuration required. Backup data is immediately available, and use cases that require long-term retention of large data sets can be accessed continuously.

## LucidLink Advantages



Reduce  
Complexity



Eliminate local  
disk costs



No customer  
training



No expensive  
IT resources

## Direct Cloud Backup & Flexible Recovery

- » Files backup directly to any cloud storage
- » Immediate data retrieval streamed to anywhere & any device
- » Instant access to random files
- » Unlimited capacity scales with your business
- » Support multiple OSs within the same installation
- » Work with any file type or any legacy system

## Reduced Customer Costs

- » Back up via a single file system mount point
- » Use cost-efficient, scalable object storage
- » No added infrastructure or complex configuration

## Great for MSP's

- » Pay-as-you-go model drives recurring revenue
- » Attractive margins anchor multiple services for end-users
- » Storage-based services retain long-term customers
- » Software delivery lowers operational overhead
- » Deliver end-to-end encryption & control over data sovereignty

## Save Time & Money

Use LucidLink Filespaces to backup customer data directly to the cloud. Contact LucidLink today and take advantage of our MSP program or visit [www.lucidlink.com/msp/](http://www.lucidlink.com/msp/)