



Why Use Managed Online Backup Instead of Consumer Brand

ezTechDirect



Why use ezTechDirect backup service instead of stand-alone consumer backup solutions?

Most small and medium-size businesses know that backing up their data is an essential business investment. But they also have to focus on keeping their expenses to a minimum. Online backup can save you thousands on capital and human resources expenses. But there are a lot of different options out there. How do you know which one is the right one for your business?

You might have heard about stand-alone consumer online backup companies. The main difference between those companies and ours is that with them, you're buying a product that you'll have to manage yourself.

With us, not only are you getting the product, but you're getting a service as well. Managed online backup adds a lot of value to the basic product. Not only do we implement and set up your company's online backup, but our IT experts are constantly monitoring your systems to make sure that your data is protected at all times.

In the event of a disaster—say your hard drive crashes—you'd have to restore all that data yourself if you've been backing up with a stand-alone consumer backup solution. It could take you days (in some cases weeks or months) for you to get all your data back. Your business can't wait that long.

With our solution, you'll have your restored data within a matter of hours. What's more, we'll do it for you, so you won't have to figure out how to run the restoration yourself. Our engineers have direct access to your system, so in most cases they don't even have to come to your location.

If your organization has strict recovery time objectives, for example, like many dental and medical offices, we provide the option of adding local backup to your contingency plan—a feature that no stand-alone consumer backup solution offers. Having local backup allows your organization to have nearly instantaneous data recovery while having the safety net of offsite backup.

And if you accidentally delete a file, forget it if you're using a stand-alone consumer backup solution — you won't ever see that file again. But with our solution, we keep copies of all your deleted files, just in case you need them later. Also, with our solution, you can save as many revisions of your files as you want. Stand-alone consumer backup solutions usually set limits on the number of revisions they store.

The choice is yours—cheap online backup that's clunky to use and may leave your business vulnerable, or our secure, managed backup that will have your data right when you need it.