

PROTECTING ONESELF: BACKING UP, ARCHIVING AND RESTORING DATA

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WE KNOW THIS, OUR CLIENTS NEED TO KNOW THIS

- **THE POINT OF TODAY'S TALK IS NOT JUST TO GIVE YOU A FRESH LOOK AT BACKUP OPTIONS.**
- **TAKE A LOOK AT THIS FROM YOUR CLIENTS' EYES, AND HELP THEM UNDERSTAND AND BUY IN TO THE PROCESS**
- **WITH THEIR HELP, BACKUPS WILL BE A SUCCESS.**
- **WITHOUT THEIR TESTED BACKUPS, THEIR COMPUTER IS A TICKING TIME BOMB.**

MAKING THE CASE FOR BACKUP

- FOCUS ON THE RESTORATION WHEN DISCUSSING OPTIONS WITH CLIENTS.
- LET THE CLIENT IMAGINE THE ALTERNATIVES TO BACKUP, WHILE TRYING NOT TO RESORT TO SCARE TACTICS.
- WHEN A CLIENT DOESN'T SEEM OPEN TO THE IDEA, DRAW OUT THE REAL REASON WHY.
- "CAN YOU AFFORD TO LOSE EVERYTHING YOU'VE DONE SINCE YOUR LAST BACKUP?"
- WILL A HOLD HARMLESS AGREEMENT WORK?

BACKUP VS ARCHIVE

- BACKUP IS ALL ABOUT WHAT WE CAN RESTORE WHEN WE WERE PLANNING ON HAVING TO.
- ARCHIVE IS BEING ABLE TO GO BACK TO OLD WORK WE WEREN'T SURE WE WERE GOING TO NEED, OR WASN'T WORTH KEEPING IN OUR LIVE SYSTEMS.
- THE KICKER? YOU MUST BACKUP YOUR ARCHIVES.
- DO YOU REALLY NEED ARCHIVES?

WHAT IS BACKUP?

- **BACKUP IS WHAT WE CAN RESTORE IN A CRISIS**
- **BACKUP IS NOT HAVING TO SAY “I’M SORRY”**
- **BACKUP IS FEELING SAFE AT NIGHT**
- **BACKUP IS A WAY TO PROTECT YOUR INVESTMENT OF TIME IN A PROJECT.**
- **BACKUP IS WHAT DIFFERENTIATES THE PROFESSIONALS.**

RESTORATION

- WHEN DISASTER STRIKES, HOW FAR BACK IN TIME ARE YOU WILLING TO TRAVEL?
- HOW MUCH TIME WILL REBUILDING THE SYSTEM TAKE?
- HOW MUCH WILL THE RESTORATION DOWNTIME COST?
- SCHEDULE A MONTHLY RESTORE TEST. DISCUSS THE RESULTS WITH YOUR CLIENTS.

PLANNING THE BACKUP

- DATA SOURCE
- BACKUP DESTINATION
- TRANSPORT MEDIUM (SOFTWARE)
- BACKUP FREQUENCY
- DEFINING LAYERS OF PROTECTION
- METHOD & SPEED OF RESTORATION

WHAT TO BACK UP?

- BOOTABLE OR USER DATA ONLY?
- DATABASES WILL HAVE TO BE ADDRESSED SPECIALLY
- CONSIDER HOW YOU ARE BACKING UP YOUR LARGE FILES, IE ENTOURAGE DATABASES AND VIRTUAL MACHINES.
- HOW TO KEEP TRACK OF YOUR BACKUP STATUS.

WHERE TO BACKUP TO?

- DISK BASED MEDIA
 - PLAIN HARD DRIVES
 - DRIVE CARTRIDGES
- TAPE DRIVES / LIBRARIES
- NETWORK ATTACHED STORAGE
- STORAGE AREA NETWORK
- ONLINE SOLUTIONS
- BACKING UP THE BACKUPS
- ENCRYPTING THE BACKUP MEDIA

ENCRYPTED DRIVE OPTIONS

- APRICORN AEGIS PADLOCK
- DATA LOCKER
- LACIE SAFE HARD DRIVES
- MXI STEALTH BIO HARD DRIVES AND FLASH DRIVES
- RADTECH'S IMPACT ENCLOSURES
- ROCSTOR'S ROCBIT FXKT AND ROCSAFE MX DRIVES
- SECUREDISK ENCLOSURES
- ANY DRIVE WITH FULL DISK ENCRYPTION - PGP, TRUECRYPT, WINMAGIC & OTHERS

CREDIT ADAM ENGST, TAKE CONTROL BOOKS

THE BACKUP SOFTWARE

- TIME MACHINE
- RETROSPECT
- CRASHPLAN
- PRESSTORE
- CARBON COPY CLONER / SUPERDUPER!
- RSYNC & OTHER SCRIPTED SOLUTIONS

MONITORING THE BACKUPS

- WHY WAIT UNTIL THE MONTHLY RESTORE TEST?
- BUILT IN EMAIL NOTIFICATION
- MONITORING PRODUCTS
- CLIENT EDUCATION

TESTING THE RESTORE

- DOCUMENT THE RESTORE PROCESS AS A PART OF THE BACKUP PLANNING.
- SCHEDULE THE TEST RESTORES IN YOUR CALENDAR, MAKE THAT A REPEATING TASK.
- GREAT FOR CLIENT EDUCATION & EMPOWERMENT
- TALKING ABOUT THE RESULTS, GOOD AND BAD WILL FOSTER A DEEPER SENSE OF TRUST.