

# 3 REASONS TO USE CLOUD BACKUP

By  DATA DEPOSIT BOX

## 1 Technology failure



**140,000**  
hard drives fail  
in the United States  
each week  
— Seagate

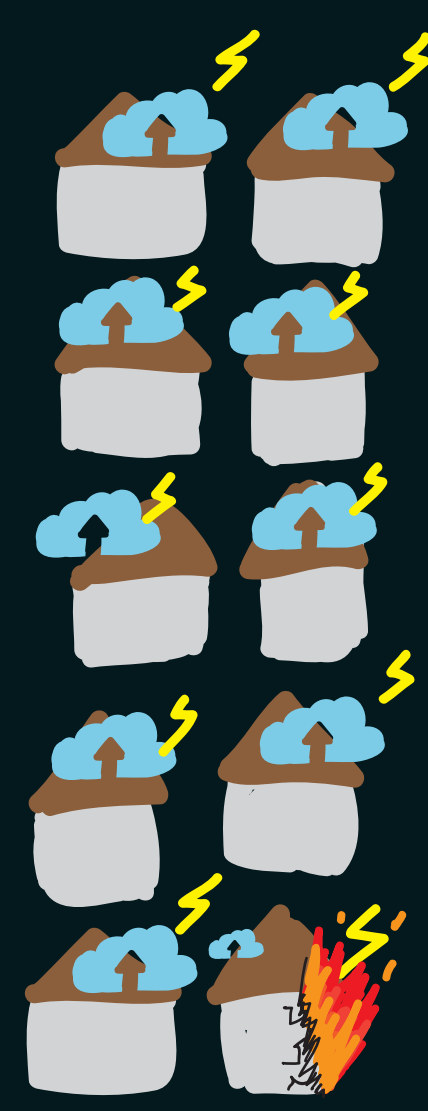


**113**  
phones lost  
or stolen  
every minute  
— World Backup Day

## 2 Cost savings

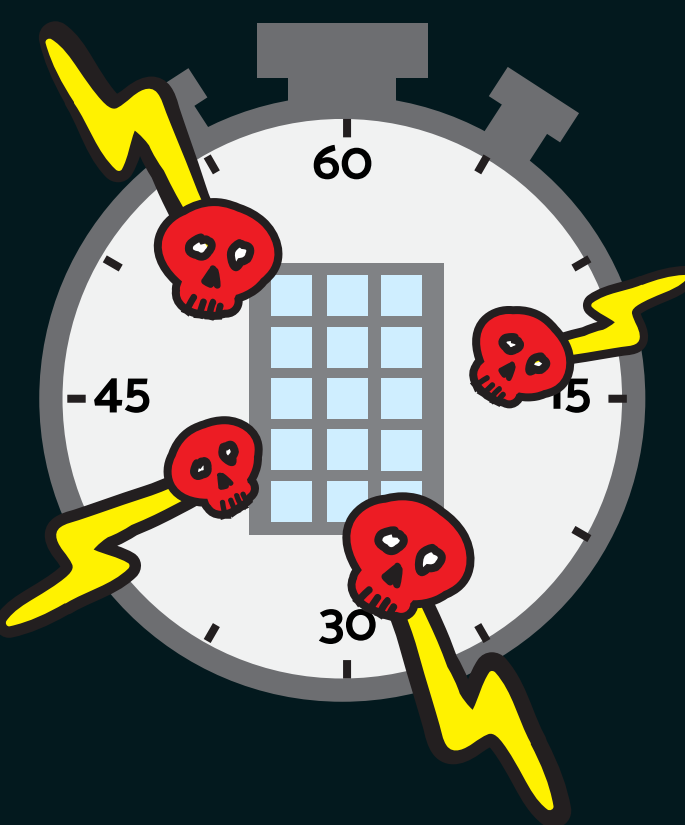


Average cost of  
downtime is around  
**\$5,600**  
per minute which  
works out to roughly  
**\$300,000**  
per hour.  
— Gartner



**96%**  
of companies  
with a trusted  
backup and  
disaster recovery  
plan were able  
to survive  
ransomware  
attacks.  
— Phoenixnap

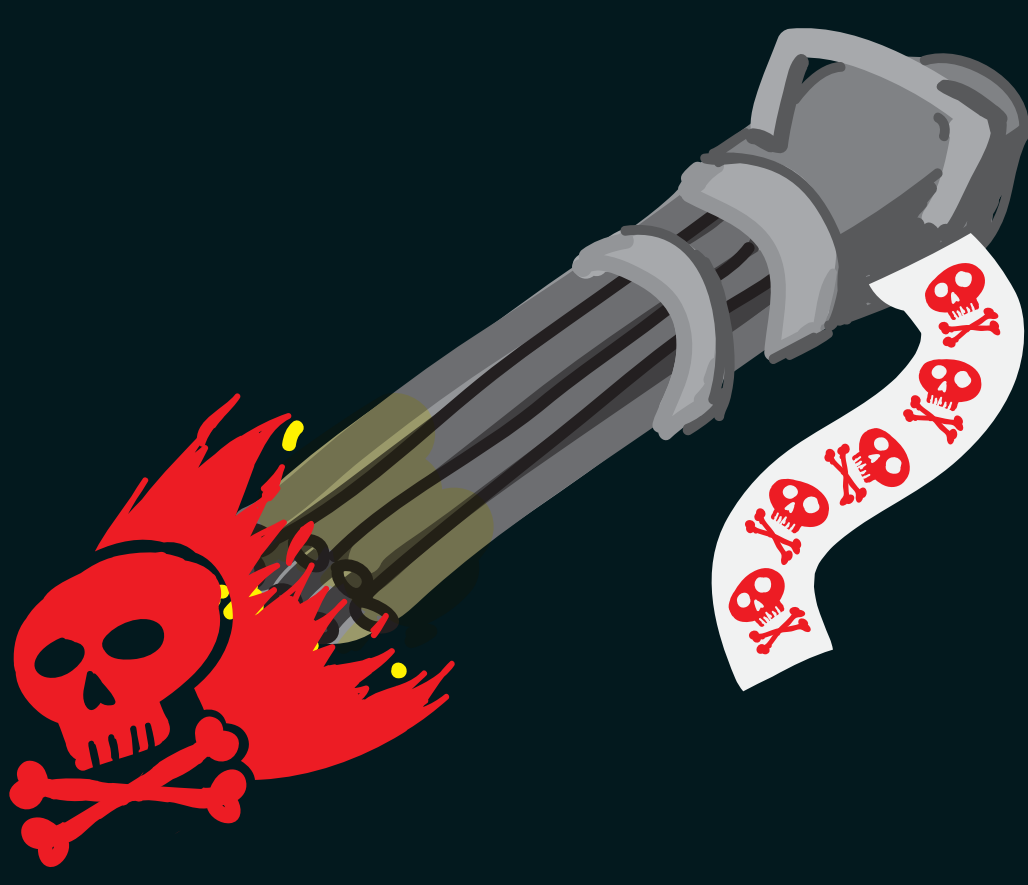
## 3 Security



A business falls  
victim to a  
ransomware  
attack every  
**14**  
seconds  
— Cybersecurity  
Ventures



**1 in 10**  
computers infected  
with viruses each  
month  
— World Backup Day



Average of  
**480**  
malware attacks  
a minute  
— McAfee

## Use the 3-2-1 Rule to Manage Your Backups

- 3** copies of your data (1 primary and 2 backups)
- 2** different types of backup storage
- 1** copy of backup stored off site

# Protect your data!

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