Don't be an April Fool – Back Up!
World Back Up Day 2021

What would you do if you lost everything?

We've been raising awareness about World Backup Day on March 31st for a few years now. With so many of us working from home due to the Covid-19 pandemic, we may not have all the data and network protection which we used to have at our workplace – making it more important than ever to protect crucial data and files by regular backups.

Verbatim would like to again remind you of how imperative it is to back up your data – take a look at our quick guide to backing up and archiving.

To find out more, please contact your Verbatim Account Manager

Verbatim
Technology you can trust

Backing up

What is a backup?

Creating a backup refers to making a 'copy' of the data (e.g. images, videos, important documents) or ideally two copies, and keeping both copies in case something happens to the original. Transferring your holiday or wedding pictures from your camera to your memory card or hard drive to free up space in your camera is not backing up – the idea of a backup is to have spare copies saved on other storage devices in case something happens to the master files.

Why is backup so important?

The IDC study predicted for 2020 that 40 zettabytes of data would be generated*. That's a lot of data that we need to protect! Unfortunately, nearly 30% of people have never even backed up their data. Backing up your data will protect your life's work when that hard drive fails. Or memories from your holidays, wedding or family pictures - all lost in a matter of seconds. If you are a small business, a data backup can be what saves your company saved on other storage devices in case something happens to the master files. Last but not least, with many of us working from home, to keep our data safe from computer malfunction or data loss and theft, it is vital we undertake regular backups.

Did you know?**

30% of people
have never backed up

100 phones
lost or stolen every minute

29% of disasters*
are caused by accident

1 in 10 computers
infected with viruses each month

Source:
* https://techjury.net/blog/big-data-statistics/#gref
**https://nationalday365.com/world-backup-day/#Why_Celebrating_World_Backup_Day_is_Important
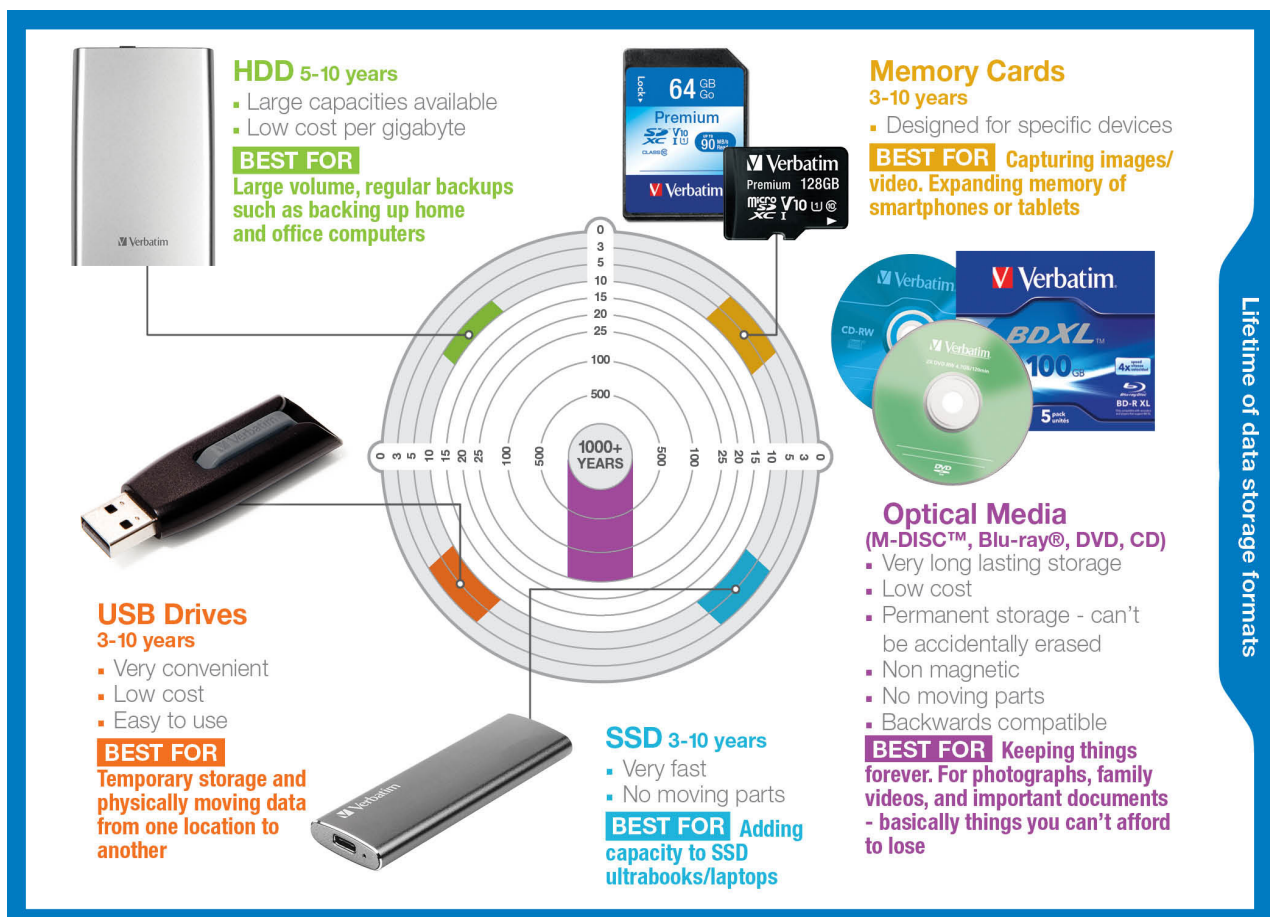***http://www.worldbackupday.com/en/

Choosing the right type of storage for the right job

The key is to select the right type of storage for the right job.

Every day we create important documents, take pictures, videos, music and much more – some of these you may need for a business presentation next day, or they can be memories that you have created with your family and friends which you want to keep forever.

The key when backing up your files is to select the right type of storage for the right job. We have put together for you how you can backup your data in the most effective and efficient way.

HDD 5-10 years
- Large capacities available
- Low cost per gigabyte

BEST FOR
Large volume, regular backups such as backing up home and office computers

Memory Cards
3-10 years
- Designed for specific devices

BEST FOR Capturing images/video. Expanding memory of smartphones or tablets

USB Drives
3-10 years
- Very convenient
- Low cost
- Easy to use

BEST FOR
Temporary storage and physically moving data from one location to another

SSD 3-10 years
- Very fast
- No moving parts

BEST FOR Adding capacity to SSD ultrabooks/laptops

Optical Media
(M-DISC™, Blu-ray®, DVD, CD)
- Very long lasting storage
- Low cost
- Permanent storage - can't be accidentally erased
- Non magnetic
- No moving parts
- Backwards compatible

BEST FOR Keeping things forever. For photographs, family videos, and important documents - basically things you can't afford to lose

1000+ YEARS

Lifetime of data storage formats

3-2-1 Backup Rule

What's the best practice for backing up?

The best practice for backing up is to follow the 3-2-1 backup rule:

HAVE AT LEAST THREE COPIES OF YOUR DATA	STORE THE COPIES ON AT LEAST TWO DIFFERENT TYPES OF MEDIA	KEEP AT LEAST ONE OFFSITE BACKUP COPY
In addition to your primary data, you should also have at least two more backups, which will help significantly reduce the risk of losing data. These could be physical and / or cloud solutions.	It is best practice to keep copies of your data on at least two different storage types, such as internal hard disk drives AND removable storage media (tapes, external hard drives, USB drives, SD-cards, CDs, DVDs.)	It's obvious really, but it's not a good idea to keep your external storage device in the same room as your production storage. If there is a fire, flood or burglary – you would lose all of your data.

Due to their small physical size and ease of use, USB Drives and Memory Cards are the best devices for moving data from one location to another and also for temporary storage. However with their limited capacities and data lifetime expectations of only 5-10 years, they are not recommended for backup or archiving.

Store 'n' Go V3 MAX USB 3.2 Gen 1 Drive

- High performance USB 3.2 Gen 1 drive
- Up to 175MB/sec transfer speed
- Sliding mechanism protects the USB connector when not in use
- Smooth, highly polished finish

PART NO	DESCRIPTION	READ (UP TO)	WRITE (UP TO)
49806	Store 'n' Go V3 MAX 32GB	300 MB/sec	70 MB/sec
49807	Store 'n' Go V3 MAX 64GB	300 MB/sec	70 MB/sec
49808	Store 'n' Go V3 MAX 128GB	300 MB/sec	70 MB/sec

Store 'n' Go V3 USB 3.2 Gen 1 Drive

- USB 3.2 Gen 1 SuperSpeed interface
- 'Slide and Lock' mechanism protects the USB connector when not in use
- Compact, stylish design

PART NO	DESCRIPTION	READ (UP TO)	WRITE (UP TO)
49172	Store 'n' Go V3 USB Drive 16GB Black	60 MB/sec	12 MB/sec
49173	Store 'n' Go V3 USB Drive 32GB Black	80 MB/sec	25 MB/sec
49174	Store 'n' Go V3 USB Drive 64GB Black	80 MB/sec	25 MB/sec
49189	Store 'n' Go V3 USB Drive 128GB Black	80 MB/sec	25 MB/sec
49168	Store 'n' Go V3 USB Drive 256GB Black	120 MB/sec	25MB/sec

Premium

- Perfect for compact to midrange point and shoot cameras and camcorders, or to expand the onboard memory of your mobile devices, such as smartphones and tablets
- Suitable for 1080p video capture
- Water, shock and temperature resistant

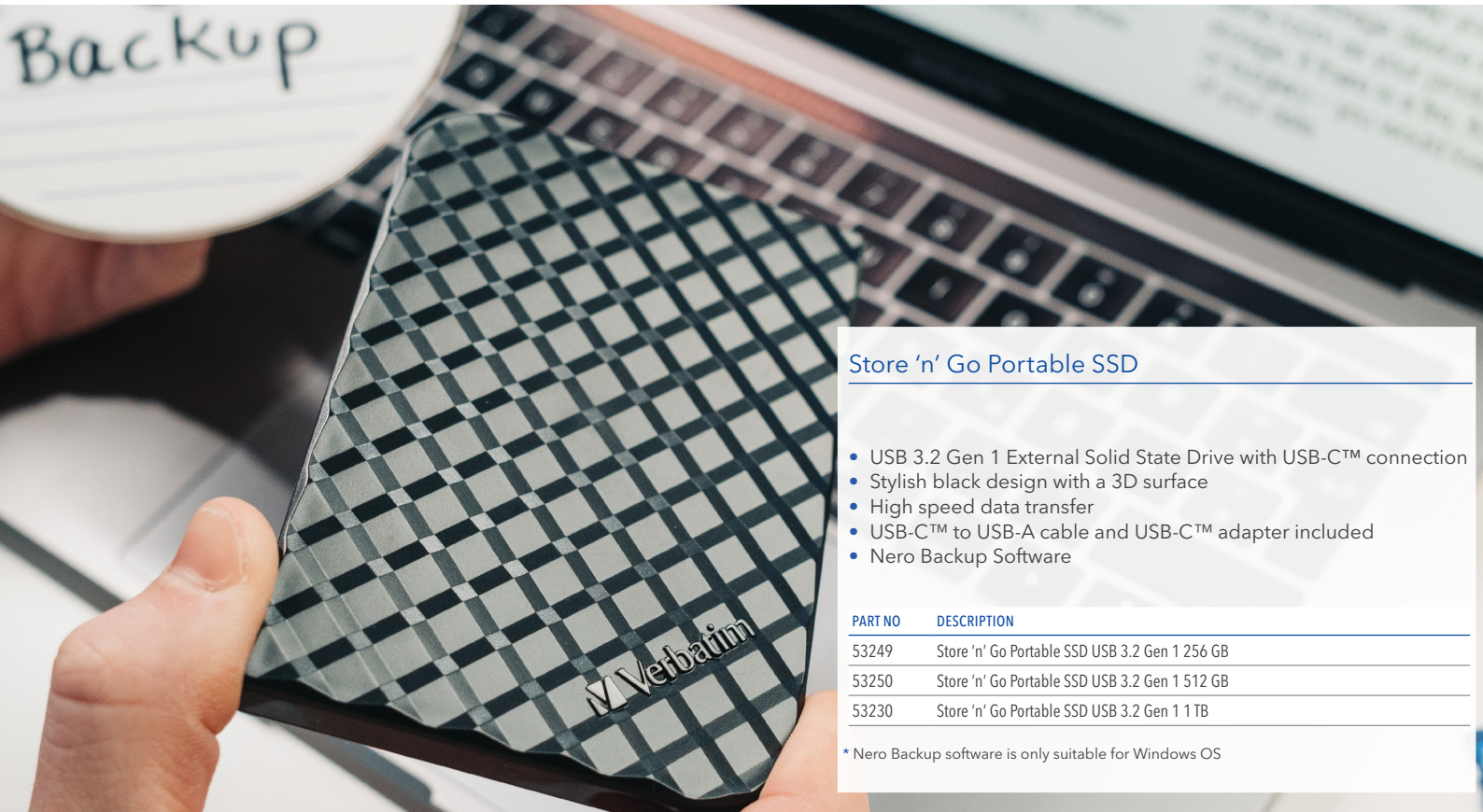| PART NO	DESCRIPTION	READ (UP TO)
MicroSD Cards with Adaptor		
44082	Micro SDHC 16GB C10/U1 with adapter	80
44083	Micro SDHC 32GB C10/U1 with adapter	90
44084	Micro SDXC 64GB C10/U1 with adapter	90
44085	Micro SDXC 128GB C10/U1 with adapter	90
44087	Micro SDXC 256GB C10/U1 with adapter	90
Micro SD Cards without Adapter		
44010	Micro SDHC 16GB C10/U1	80
44013	Micro SDHC 32GB C10/U1	90
SD Cards		
43962	SDHC 16GB C10/U1	80
43963	SDHC 32GB C10/U1	90
44024	SDXC 64GB C10/U1	90
44025	SDXC 128GB C10/U1	90
44026	SDXC 256GB C10/U1	90

Where larger storage capacities are needed, our portable Hard Drives or Solid State Drives are the perfect day-to-day backup and storage devices. Moreover, SSDs are generally more durable and reliable ensuring your important data is safely backed up.

Store 'n' Go USB 3.0 Portable Hard Drive

- Stylish HDD for backing up desktops, notebooks & laptop computers
- USB 3.0 SuperSpeed interface
- USB plug 'n' play
- Software: Nero Backup, Green Button, Hard Drive Easer, Hard Drive Info, Hard Drive Formatter
- USB Rec & Play

Colours available:

PART NO	DESCRIPTION
53194	Store 'n' Go 1 TB USB 3.0 - Black
53197	Store 'n' Go 1 TB USB 3.0 - Silver
53200	Store 'n' Go 1 TB USB 3.0 - Blue
53203	Store 'n' Go 1 TB USB 3.0 - Red
53206	Store 'n' Go 1 TB USB 3.0 - White
53195	Store 'n' Go 2 TB USB 3.0 - Black
53198	Store 'n' Go 2 TB USB 3.0 - Silver
53223	Store 'n' Go 4 TB USB 3.0 - Black
53227	Store 'n' Go 5 TB USB 3.0 - Black

Store 'n' Go Portable SSD

- USB 3.2 Gen 1 External Solid State Drive with USB-C™ connection
- Stylish black design with a 3D surface
- High speed data transfer
- USB-C™ to USB-A cable and USB-C™ adapter included
- Nero Backup Software

PART NO	DESCRIPTION
53249	Store 'n' Go Portable SSD USB 3.2 Gen 1 256 GB
53250	Store 'n' Go Portable SSD USB 3.2 Gen 1 512 GB
53230	Store 'n' Go Portable SSD USB 3.2 Gen 1 1 TB

* Nero Backup software is only suitable for Windows OS

Archiving Storage Solutions

External Slimline Blu-ray Writer

- USB 3.0 connection
- Store up to 100GB on a BDXL Disc, 8.5GB on a Double Layer DVD and 4.7GB on a standard DVD
- Compact and lightweight, ideally suited for use with a notebook or ultrabook
- Super slim (only 11mm thick) brushed metal enclosure
- Power provided by the USB port - via USB Y cable or extra external power supply (included)
- Includes Nero Burn & Archive Software*
- Includes FREE 25GB Verbatim Blu-ray Disc

PART NUMBER	DESCRIPTION
43890	External Slimline Blu-ray Writer

Verbatim's range of slim and compact external Optical Disc Drives, allow you to easily plug in and create back-ups of all your essential files. They could be your personal family pictures and videos or vital work documents – in fact, any files that you need to store safely and cannot afford to lose.

External Slimline Blu-ray Writer with 4K Ultra HD Blu-ray playback**

- Watch 4K Ultra HD movies with this slimline Blu-ray writer
- USB 3.1 GEN 1 with USB-C™ connection
- 6x maximum write / 4x maximum read speeds for BD-R/BD-R DL
- Compact and lightweight, ideally suited for use with a notebook or ultrabook
- Super slim (only 11mm thick) brushed metal enclosure
- Power provided by the USB port - no need to carry a bulky power adapter
- Includes USB-C™ to USB-A cable (plus USB-A to USB-C™ adapter)
- Includes Nero Burn & Archive Software*
- Includes FREE 25GB Verbatim Blu-ray Disc

4K ULTRA HD

USB-C™

PART NUMBER	DESCRIPTION
43888	External Slimline Blu-ray Writer with 4K Ultra HD Blu-ray playback**

External Slimline CD/DVD Writer with USB-C™ connection

- USB 3.2 GEN 1 with USB-C™ Connection
- Store up to 8.5GB on a Double Layer DVD, up to 4.7GB on a standard DVD
- Compact and lightweight, ideally suited for use with a notebook or ultrabook
- Super slim (only 11mm thick) brushed metal enclosure
- Power provided by the USB port - no need to carry a bulky power adapter
- Includes USB-C™ to USB-A cable (plus USB-A to USB-C™ adapter)
- Includes Nero Burn & Archive Software*

USB-C™

PART NUMBER	DESCRIPTION
43886	External Slimline CD/DVD Writer with USB-C™ Connection

External Slimline Blu-ray Writer with USB-C™ connection

- USB 3.1 GEN 1 with USB-C™ connection
- 6x maximum write / 4x maximum read speeds for BD-R/BD-R DL
- Compact and lightweight, ideally suited for use with a notebook or ultrabook
- Super slim (only 11mm thick) brushed metal enclosure
- Power provided by the USB port - no need to carry a bulky power adapter
- Includes USB-C™ to USB-A cable (plus USB-A to USB-C™ adapter)
- Includes Nero Burn & Archive Software*
- Includes FREE 25GB Verbatim Blu-ray Disc

USB-C™

PART NUMBER	DESCRIPTION
43889	External Slimline Blu-ray Writer with USB-C™ Connection

External Slimline CD/DVD Writer

- USB 2.0 connection
- Store up to 8.5GB on a Double Layer DVD, up to 4.7GB on a standard DVD.
- Compact and lightweight, ideally suited for use with a notebook or ultrabook
- Power provided by the USB port - no need to carry a bulky adapter
- Includes USB-A to micro-B cable
- Includes Nero Burn & Archive Software*

PART NUMBER	DESCRIPTION
98938	External Slimline CD/DVD Writer
53504	External Slimline CD/DVD Writer (Light / Nero Software not included)

* Nero Burn & Archive is only suitable for Windows OS

** Playback software not included. To be purchased or downloaded separately

Verbatim is known globally as the No.1 Optical Media Brand – consistently providing media storage solutions of the highest quality and compatibility. This makes our Optical Media the ideal choice for long term archiving of important documents, pictures or videos, whether for business or personal use.

BLU-RAY

- High capacity for high definition (HD) video or long-term archiving
- Dual layer (DL) discs with two recording layers for 50GB storage
- BD-R XL – three recording layers for 100GB storage

PART NO	SPEED	CONFIGURATION	SURFACE	CAPACITY
BD-R MABL				
43715	6X	5pk Jewel Case	White/Blue	25 GB
43713	6X	10pk Jewel Case	Wide Printable No-ID	25 GB
43742	6X	10pk Spindle	White/Blue	25 GB
BD-R DL				
43748	6X	5pk Jewel Case	White/Blue	50 GB
43736	6X	10pk Jewel Case	Wide Printable No-ID	50 GB
43746	6X	10pk Spindle	White/Blue	50 GB
BD-R XL				
43789	4X	5pk Jewel Case	Wide Printable No-ID	100 GB

MDISC

- Over 1000 years lifetime for long-term archiving
- Data stored on an MDisc is engraved on a patented inorganic write layer which will not fade or deteriorate
- Impervious to environmental exposure, including light, temperature and humidity
- The latest optical drives read MDisc media, but please check for compatibility with your particular drive

PART NO	SPEED	CONFIGURATION	SURFACE	CAPACITY
M-Disc BD-R				
43827	4X	3pk Slim Case	Matt Silver	25 GB
43823	4X	5pk Jewel Case	Inkjet Printable	25 GB
43825	4X	10pk Spindle	Inkjet Printable	25 GB
M-Disc BDXL				
43834	4X	5pk Jewel Case	Inkjet Printable	100 GB

DVD

DVD-R AZO

- Suitable for drives which support DVD-R media
- Verbatim's AZO technology for increased protection and reliability

PART NO	SPEED	CONFIGURATION	SURFACE	CAPACITY
Jewel Case				
43521	16X	10pk Jewel Case	Wide Printable ID	4.7 GB
Spindle				
43548	16X	50pk Spindle	Matt Silver	4.7 GB
43549	16X	100pk Spindle	Matt Silver	4.7 GB

CD

CD-R AZO

- Verbatim's AZO technology for increased protection and reliability

PART NO	SPEED	CONFIGURATION	SURFACE	CAPACITY
Jewel Case				
43327	52X	10pk Jewel Case	Crystal	700 MB
43325	52X	10pk Jewel Case	Wide Printable ID	700 MB
Slim Case				
43426	52X	10pk Slim Tray Data Vinyl	Colour	700 MB
Spindle				
43439	52X	25pk Spindle	Wide Printable ID	700 MB
43343	52X	50pk Spindle	Crystal	700 MB