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Verbatim™
Technology you can trust

BACKUP

GO!

World Backup Day 2019
What would YOU do if you lost everything?

50 YEARS
Technology You Can Trust

Your Guide to Backing Up

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So, what is 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 back-up is to have spare copies saved on other storage devices in case something happens to the master files.

Why is backup so important?

People now create and generate over 1.8 zettabytes of data per year*. 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.

Why does data loss happen?

Losing your precious files is way more common than you'd think. Here are some facts** why data loss happens in the first place (which of course doesn't always mean hard drive failure!)

30% of people
have never backed up

113 phones
lost or stolen every minute

29% of disasters
are caused by accident

1 in 10 computers
infected with viruses each month

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

Everyday 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.
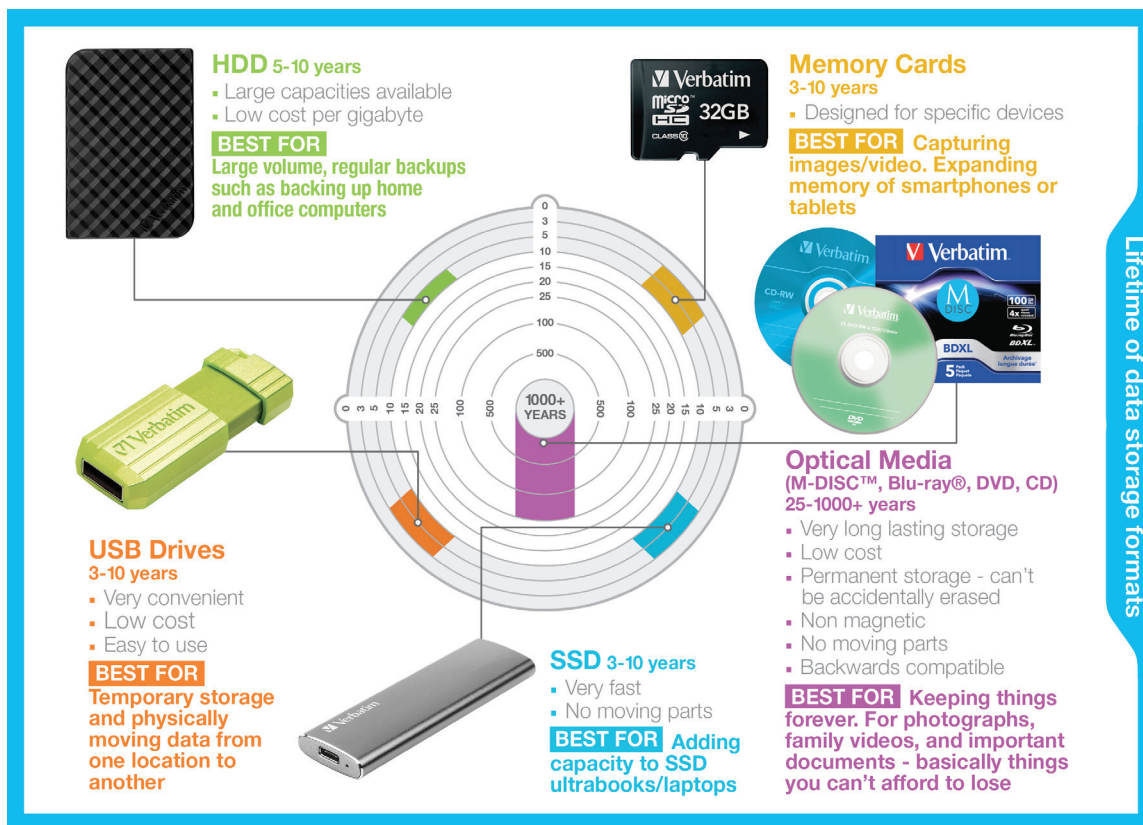
Selecting the Right Type of Storage

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USB Drives & Memory Cards:

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.

Hard Drives:

With their very big capacities, low cost per gigabyte and fast file transfer speeds, HDDs are the perfect day–to-day backup and storage devices. But, with large numbers of mechanical parts, they too have limited data lifetime expectations of only 5-10 years. Therefore, good practice is to also backup to a second device, but for long-term storage, it is better to save files on optical media which will last for 25-1000 years.

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

Verbatim 32GB microSDHC CLASS 10

Verbatim CD-RW
Verbatim M DISC Blu-ray BDXL 100GB 4x

Lifetime of data storage formats

```
0
3
5
10
15
20
25
100
500
1000+
YEARS
500
100
25
20
15
10
5
3
0
```

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

Optical Media
(M-DISC™, Blu-ray®, DVD, CD)
25-1000+ years
- 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

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

BEST FOR Adding capacity to SSD ultrabooks/laptops

Solid State Drives:

Superfast and more resistant to knocks than hard drives, SSDs are great for short term backup and physically transferring files to different locations. The downsides are that the cost per gigabyte is higher than for other storage devices and capacities are usually limited.

The Cloud:

The great advantage is that your data is saved in a server farm meaning that you can access it from wherever you are in the world. There are limitations though – you need internet access to get to your data, and download speeds maybe slow. Also, can you be certain that your data will always be there? And who else might be able to access it?

Optical Media:

Any files that you want to archive and keep forever should be saved on optical media – CD, DVD or Blu-ray. Data cannot be accidentally erased and will last for 25 years or more, with MDISC media lasting over 1000 years!

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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

x3

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.

STORE THE COPIES ON AT LEAST TWO DIFFERENT TYPES OF MEDIA

x2

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.)

KEEP AT LEAST ONE OFFSITE BACKUP COPY

x1

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.

Are you backing up correctly?

We are all creating and consuming more and more digital content than ever before with our smartphones, tablets, laptops and computers - photos, important documents, videos, music, vouchers, newsletters, boarding passes, contact information and more - but are we keeping it all safe?

Take our short quiz to find out if you are backing up correctly.

Start Quiz

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Verbatim Storage Solutions

Portable storage solutions from Verbatim

Verbatim has the full suite of storage products that can help you backup your important files and precious memories. Where larger storage capacities are needed, our portable Hard Drives or Solid State Drives are the perfect day-to-day backup and storage devices. For long-term archiving of important documents, pictures or videos, there is nothing better than the humble Blu-ray or DVD disc. Low cost, very reliable and guaranteed to be compatible with all old and future drives, you can rest assured that it will be there for you in decades to come. Make sure you are ready to backup your important files correctly on the 31st of March on World Backup Day!

Store 'n' Go Portable SSD

- Offers top grade security with AES 256-bit hardware encryption
- Easy Keypad Access for password input
- Re-formats after 20 failed password attempts
- USB Type-C connector

2 Year Warranty

Product Code	Description	Price
VM53402	Store 'n' Go Portable SSD 256GB	

Store 'n' Go USB 3.0 Hard Drive

- High speed, high capacity storage. A fast & safe solution to expand storage or backup files
- USB 3.0 SuperSpeed
- USB plug 'n' play (no additional power required)
- Nero Backup Software
- Energy Saving Software
- USB REC & PLAY* - supports USB recording/ playback

(Also available in SSD version)

Product Code	Description	Price
VM53194	Store 'n' Go USB 3.0 Portable HDD 1TB Black	
VM53195	Store 'n' Go USB 3.0 Portable HDD 2TB Black	
VM53223	Store 'n' Go USB 3.0 Portable HDD 4TB Black	
VM53227	Store 'n' Go USB 3.0 Portable HDD 5TB Black	

2 Year Warranty

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Verbatim Archival Solution

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High quality, high definition, high capacity. Ideal for long-term data storage.
Verbatim Blu-ray discs can record, store and play back large high definition audio and video files.
They're compatible with the latest blu-ray players and writers from the industry's leading manufacturers.

Blu-ray Archival Media

- Record and re-write data up to 1,000 times
- Dust and water resistant, withstands changes in temperature and humidity to keep your data safer than ever
- HardCoat Scratch Guard to protect against finger prints and dust build up

Product Code	Description	Pack	Price
VM43789	Jewel Case Wide Inkjet Printable	5	
VM43746	Dual Layer Spindle 50GB	10	
VM43812	Spindle Wide Inkjet Printable 25GB	50	

CD/DVD Writer

Combine your optical media with our CD/DVD writers to create a back-up of all the important files that you don't want to lose including family pictures, videos, accounting documents etc. Compatible with all DVDs and CDs

2 Year Warranty

Product Code	Description	Price
VM98938	CD/DVD Rewriter	