



# World Backup Day 2020

## What would YOU do if you lost everything?

# Your Guide to Backing Up

## 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.

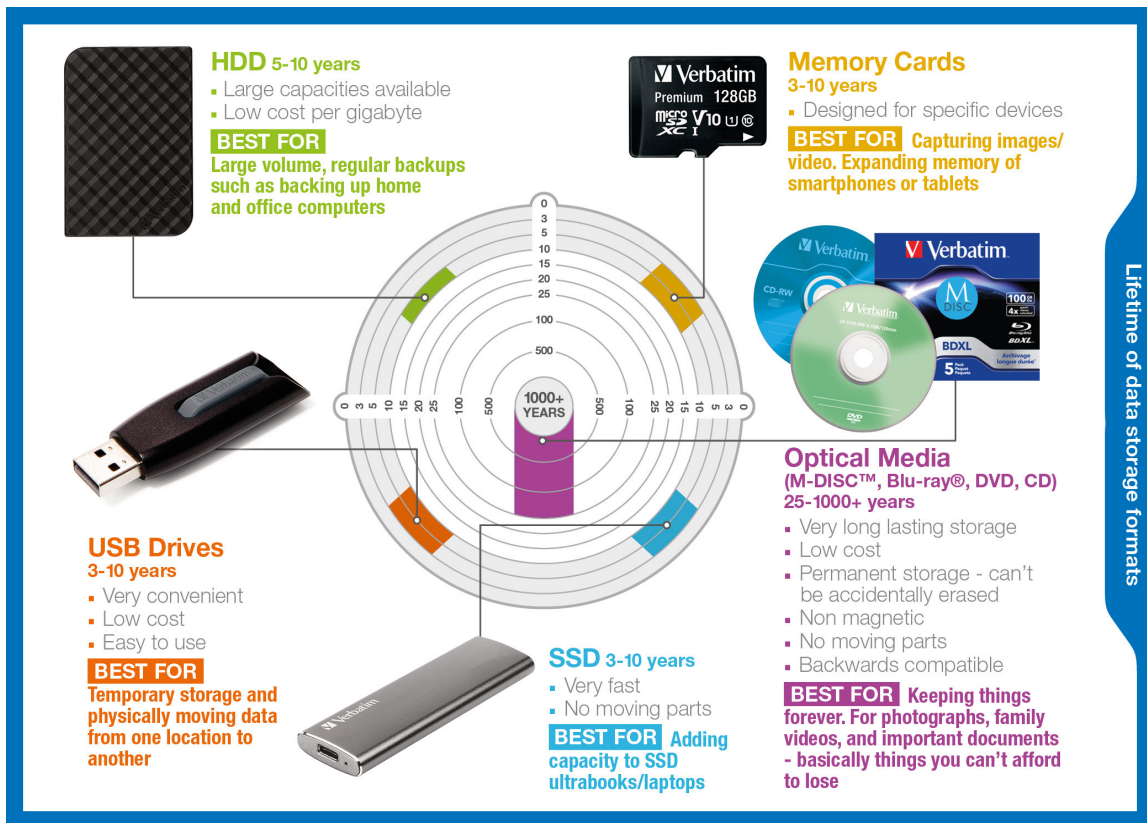
# Selecting the Right Type of Storage

## 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.



## 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 may be 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 M-DISC media lasting over 1000 years!

# 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:

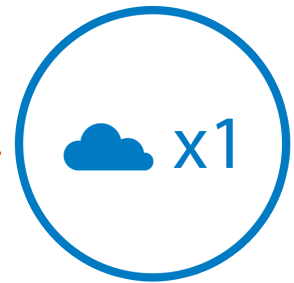
HAVE AT LEAST  
THREE COPIES OF  
YOUR DATA



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.

[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?

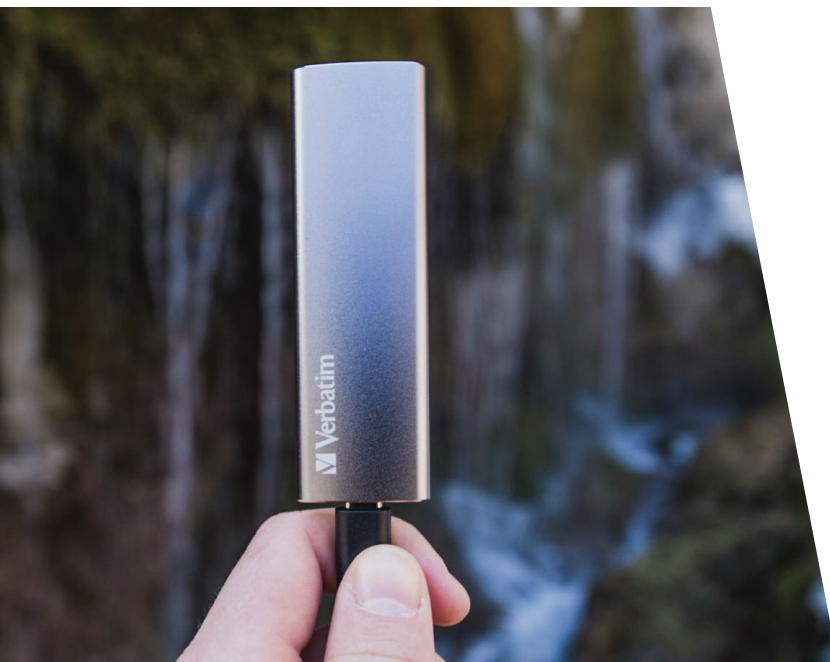
Take our short quiz to find out if you are backing up correctly.

[Start Quiz](#)

# 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.



### Vx500 External SSD

- USB 3.1 Generation 2 Performance
- Up to 500 MB/s read and up to 440 MB/s\* write speed
- Sleek space grey aluminium design
- Small in size - 92mm x 29mm x 9mm / 29 grams
- Supplied with USB-C & USB-A cables

\* For optimal performance use a USB-C™ cable and USB 3.1 GEN 2 or Thunderbolt™ 3 host port. Transfer speeds based on internal data using UASP and BOT mode. Write speed dependent upon product capacity.

PART NO	DESCRIPTION	READ (UP TO)	WRITE (UP TO)
47441	Vx500 External SSD 120GB	500 MB/sec	290 MB/sec
47442	Vx500 External SSD 240GB	500 MB/sec	430 MB/sec
47443	Vx500 External SSD 480GB	500 MB/sec	440 MB/sec

### Store 'n' Go USB 3.0 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
53193	500GB Store 'n' Go 500GB USB 3.0 - Black
53196	500GB Store 'n' Go 500GB USB 3.0 - Silver
53194	1TB Store 'n' Go 1TB USB 3.0 - Black
53197	1TB Store 'n' Go 1TB USB 3.0 - Silver
53200	1TB Store 'n' Go 1TB USB 3.0 - Blue
53203	1TB Store 'n' Go 1TB USB 3.0 - Red
53206	1TB Store 'n' Go 1TB USB 3.0 - White
53195	2TB Store 'n' Go 2TB USB 3.0 - Black
53198	2TB Store 'n' Go 2TB USB 3.0 - Silver
53223	4TB Store 'n' Go 4TB USB 3.0 - Black
53227	5TB Store 'n' Go 5TB USB 3.0 - Black



# Verbatim Archival Solution

## MDISC Archival Media

M-Disc is a new archival storage solution that keeps your data secure for over 1000 years! Data is etched into the disc to provide permanent storage which can't be accidentally erased, making this media perfect for important documents and pictures that you can't afford to lose!

- Over 1000 years lifetime for long-term archiving
- Data stored on an M-Disc is engraved on a patented inorganic write layer which will not fade or deteriorate
- Impervious to environmental exposure, including light, temperature and humidity

PART NO	CONFIGURATION	SURFACE	CAPACITY
<b>M-Disc DVD R</b>			
43821	4X 5pk Jewel Case	Inkjet Printable	4.7 GB
43824	4X 10pk Spindle	Inkjet Printable	4.7 GB
<b>M-Disc BD-R</b>			
43823	4X 5pk Jewel Case	Inkjet Printable	25 GB
43825	4X 10pk Spindle	Inkjet Printable	25 GB
<b>M-Disc BDXL</b>			
43833	4X Single Jewel Case	Inkjet Printable	100 GB
43834	4X 5pk Jewel Case	Inkjet Printable	100 GB



## Blu-ray Writers

Combine your optical media with our blu-ray 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 Blu-rays, DVDs and CDs

PART NO	DESCRIPTION
43888	Ultra HD 4K External Slimline Blu-ray Writer USB 3.1 GEN 1 with USB-C™ connection
43889	External Slimline Blu-ray Writer USB 3.1 GEN 1 with USB-C™ connection
43890	External Slimline USB 3.0 Blu-ray Writer