

Cloud Backup

A WHITE PAPER ABOUT CLOUD STORAGE | MARCH 2017

Safe. Secure. Reassuring.



Perpetual Storage, Inc.

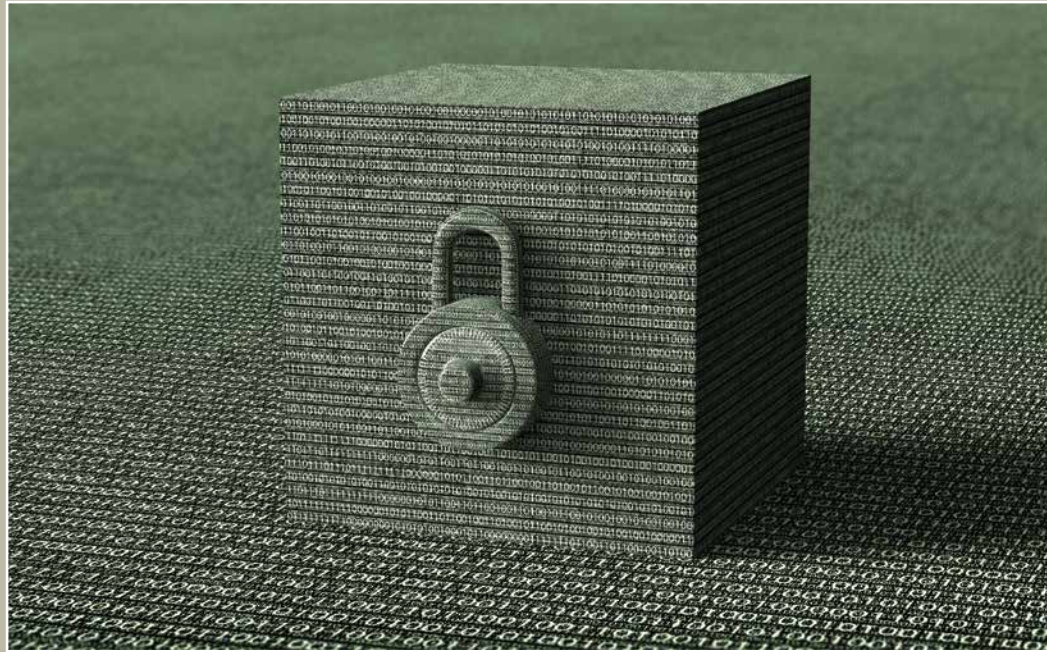
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Granite Cloud™

by Perpetual Storage **The cloud within the mountain**



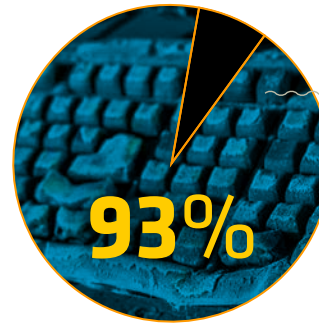
data security

Data Storage and Security

In a global marketplace with an increasingly mobile workforce, storing, protecting and retrieving key business data presents a challenge to organizations of all sizes and in all industries.

Often, due to the large capital investment required for traditional off-site backup data centers, and the human capital investment of expert professionals to test, update and maintain data storage systems, companies choose not to prioritize data storage and security. While this might save money in the short-term, it is a dangerous gamble for long-term success. In today's fast-paced business environment even a short disruption in service caused by a data loss can be permanently damaging. In fact, according to the International Data Center (IDC), 93% of businesses that lose data in a disaster go out of business within two years.

Traditional data storage solutions are further complicated by a distributed workforce using a variety of devices to store, access

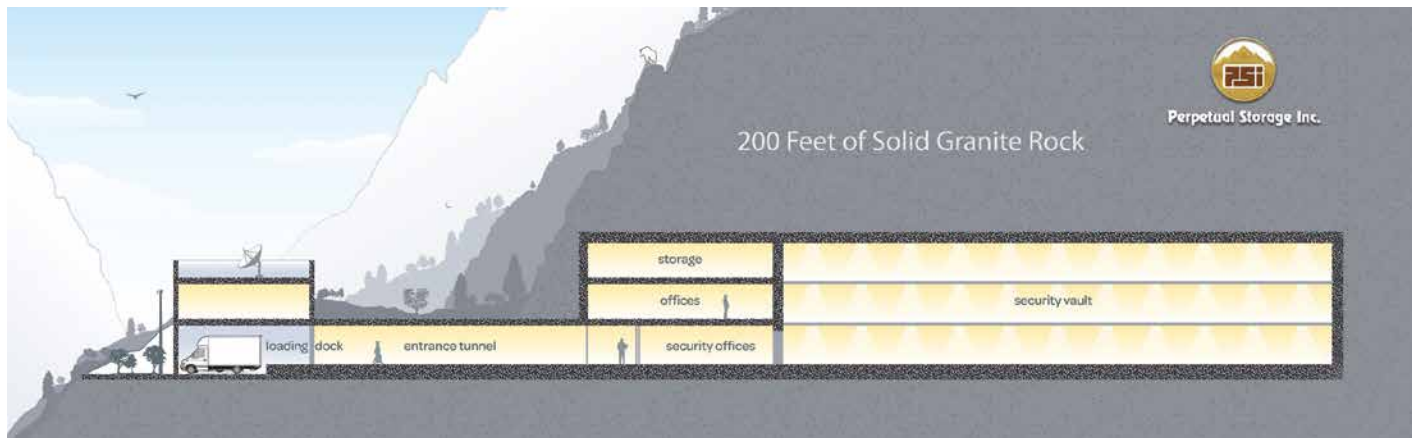


93% of businesses that lose data in a disaster go out of business within two years

—International Data Center

and share data, including laptops and mobile phones. According to IDC, the United States alone has 120 million mobile workers, which accounts for almost 75% of the total workforce.

For these reasons and more, organizations are turning to cloud-based storage as an alternative or addition to traditional data backup methods.



The Perpetual Storage vault facility is tunneled into a solid granite mountain, protecting it from natural and man-made disasters.

What is cloud-based storage?

In a cloud-based backup, critical data is backed-up over the internet and stored in a shared infrastructure at an off-site data center maintained by a third party vendor. Cloud-based services include backup, archiving and replication.

The biggest benefits to cloud-based backup are the flexibility and cost-savings it provides. This makes it an especially good option for small-to-medium-sized businesses (SMBs). Companies using cloud-based backup can decide exactly what services they need, and in most cases will only pay for what they use. Most cloud storage services operate on a subscription style pricing model, making the service a predictable operational cost.

In addition, third-party management of both the internet-based backup and the physical off-site data center relieves pressure on organizations' IT teams and allows them to focus on tasks that have a greater impact on the company's success.

The cost-savings mean even small businesses can afford high-tech data storage and security solutions. Cloud storage solutions also support business expansion. Companies of any size can expand globally without needing to build off-site data backup centers around the world—another significant cost savings, especially for SMBs.

And while larger companies might be able to afford a more traditional data backup and storage plan, the flexibility and reduced cost of cloud storage provides the same benefits to them as well.

backup

Benefits of Cloud-Based Storage

Flexibility

Cost Savings

3rd Party Management

Quick Implementation

Improved Data Security and Reliability

Scalability

Real-Time Collaboration

Standards Compliance





archiving replication

Hybrid cloud solutions combine elements of the public and private cloud options as well as traditional hard-copy storage.



hybrid cloud

How does cloud backup work?

Instead of, or in addition to creating a hard copy backup of business data and information using a physical medium such as tapes, a cloud backup creates a digital replica of your vital data. A virtual copy of that data is then automatically transferred to an off-site server storage location.

The benefit of an off-site storage location, preferably one relatively removed from your main center of operations, is that should a malfunction or natural disaster such as a fire, flood or storm compromise critical business data and operations at your main location, your backed-up data would remain unharmed. The added benefit of having that data backed-up virtually through a cloud storage service is that it can be retrieved almost automatically, as long as you have internet connectivity, no matter how far away your off-site data center is.

For companies interested in Backup-as-a-Service (BaaS)—essentially the replication and virtual storage of business data—there are several cloud storage options.

You could use a public cloud, where multiple companies share a virtual storage infrastructure. Data is typically encrypted to ensure security.

You could also use a private cloud, a virtual storage system hosted on a private or proprietary virtual infrastructure. This type of environment is more customizable, and generally a more expensive solution.

Many BaaS customers opt for a hybrid cloud solution, which combines elements of the public and private cloud options as well as traditional hard-copy storage. With the hybrid cloud, the customer decides the best arrangement, and information can easily be transferred between the different environments. This is a scenario where Perpetual Storage performs as a best-in-breed solution.

Archive-as-a-Service

By Perpetual Storage

Taping-off and dishing-off with physical storage inside the impenetrable Perpetual Storage vault will be available soon.

What cloud-based storage option is best for you?

When considering cloud-based backup plans, data security is the most common concern. For most organizations and technology executives, the question is not if data integrity and security will be compromised, but when.

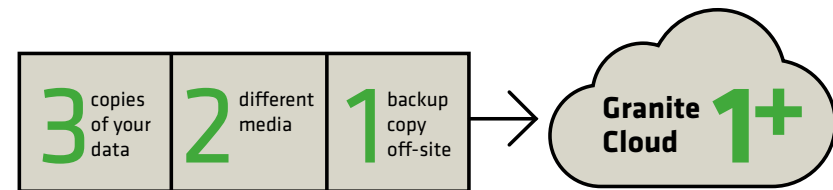
Granite Cloud—a service of Perpetual Storage, Inc.—has a one-of-a-kind solution to this common concern. Granite Cloud is a best-in-class BaaS provider, where vital digital records are stored in a unique climate-controlled, paperless, maximum security vault located inside a granite mountain along Utah's Wasatch Front.

Granite Cloud leverages Perpetual Storage's successful data storage and security track record, since 1968, and combines it with Veeam's Cloud Connect, a best-in-breed cloud storage solution. Data is encrypted and protected on both ends, with point-to-point availability, and Veeam's software provides real-time access to vital digital records.



Granite Cloud's simple pricing plan is the final piece of their cut-above service. There are no hidden fees and the amount of storage a company needs determines the price that company pays.

The Perpetual Storage vault was built to exceed U.S. Department of Defense and American National Standard Institute specifications for the protection of classified and vital records.



The physical location of the Granite Cloud, inside the Perpetual Storage vault facility, sets it in a class above and beyond its competitors. Granite Cloud is the only BaaS provider with a guarded vault inside a fissureless, solid granite mountain, safe from earthquakes and other natural and man-made disasters. Its location makes Granite Cloud's off-site storage facility impervious to natural disasters that can threaten the safety and integrity of backed-up data.

In the common 3-2-1 data storage philosophy—3 copies of your data, on 2 types of media, stored in 1 off-site location—our uniquely secure storage facility provides a 1+ advantage. This level of protection and preservation makes Granite Cloud a strategic business decision that helps protect not only your business information, but your business's reputation and liability.

Granite Cloud



An armed in-house security team protects our maximum-security facility.

Granite Cloud's secure vault also allows cloud-based and physical storage to be housed together, providing more seamless and timely access to backed-up data in all its forms. The digital infrastructure at the vault provides a best-of-breed platform with engineers on-site to provide client service at any time.

The Perpetual Storage vault exceeds Department of Defense standards for the proper protection of critical and classified records, and is uniquely suited to meet the needs of organizations with high data security and retention requirements, including the medical, government, financial services, health care, genealogy and legal industries.

In addition to being a top concern to executives in organizations of all sizes, data security is also one of the most difficult problems to solve. Organizations as a whole, and technology executives as individuals, have the responsibility to invest in the infrastructure and safeguards necessary to protect and restore data. With Veeam's state-of-the-art Cloud Connect software solution and Granite Cloud's one-of-a-kind storage facility, you can rest assured that the countdown to your data safety and security is as simple as 3-2-1+.

Contact us to learn more about Granite Cloud and the unique off-site storage solution presented by Perpetual Storage.



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Simple

Connect in just a few
easy steps inside Veeam's
software console



Secure

End-to-end data encryption
and safely stored in our
cloud within the mountain



Straightforward

No hidden fees and
the amount of storage you
need determines price





Granite Cloud™

by Perpetual Storage **The cloud within the mountain**

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