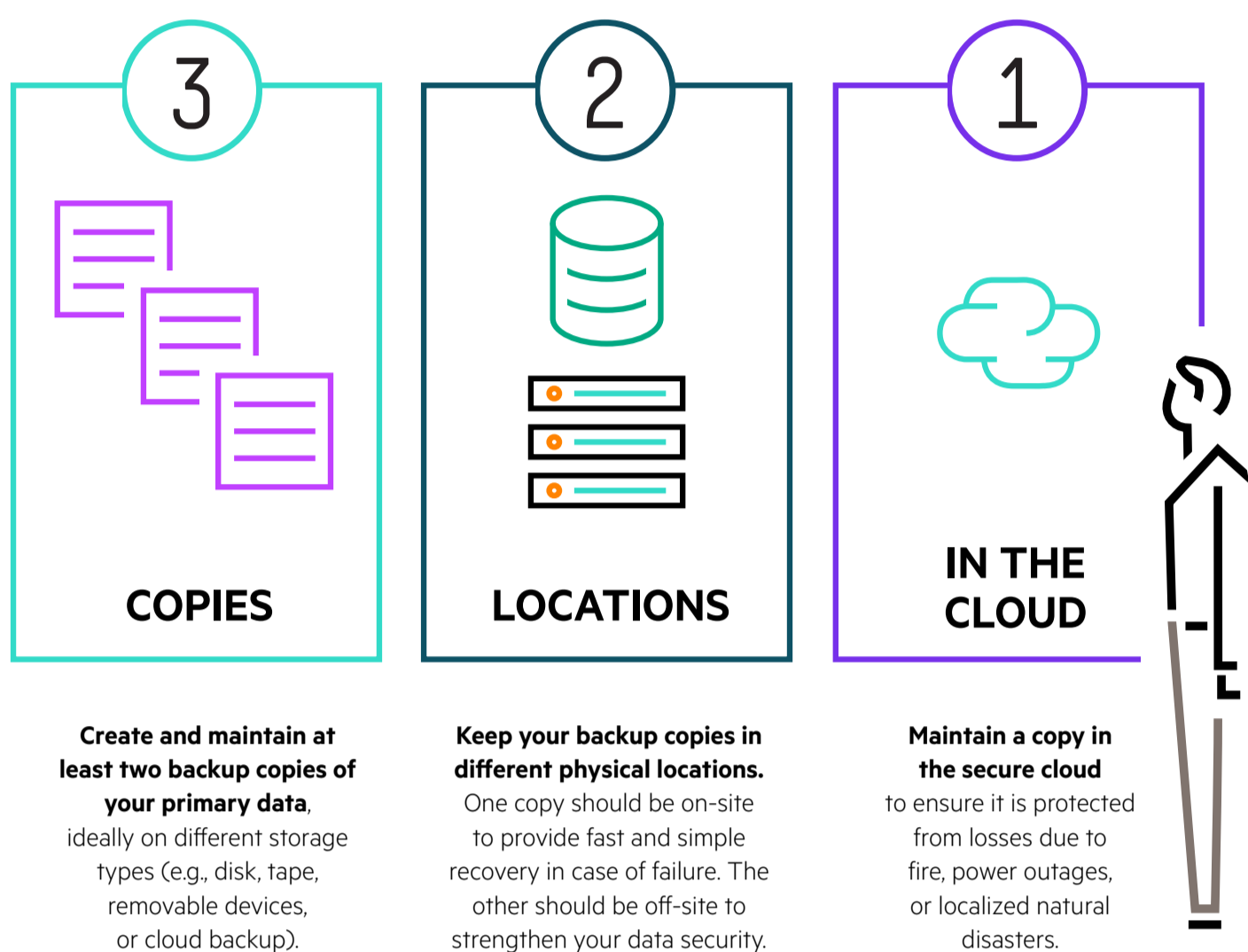


# 3-2-1 DATA BACKUP RULE

## KEEP YOUR DATA SAFE—IN ANY SCENARIO

Information security professionals and government authorities recommend the 3-2-1 data backup rule as a best practice to ensure the availability and stability of your data.<sup>1</sup>

### WHAT IS THE 3-2-1 DATA BACKUP RULE?



### THREATS TO BUSINESS DATA ARE PERVASIVE AND EXPENSIVE



#### Threats

include equipment failure, theft, fire, natural disasters, viruses and malware, hackers, ransomware, rogue employees, and human error.



Data loss costs U.S. businesses an average of

**\$7900**

per minute during a data center outage.<sup>3</sup>



**57%**

of data loss episodes are due to a malfunctioning hardware system.<sup>2</sup>



The average total cost of a business data breach

**\$3.92 million.**<sup>4</sup>

### HPE IS HERE TO HELP YOU KEEP YOUR DATA SAFE

Your data is only as safe as where and how you keep it. That is why HPE Cloud Volumes on HPE Nimble Storage has proven availability of 99.9999%—guaranteed for every customer and every array. Customers using Cloud Volumes Backup benefit from deduplication and compression, and can seamlessly backup data from on-premises arrays to the safety of the cloud while minimizing storage costs.

**Say goodbye to the anxiety and disruption of lost data.**

**With Cloud Volumes Backup, you can:**

**1**

#### Backup

critical infrastructure off-site

**2**

#### Restore

data directly to HPE Cloud Volumes Block

**3**

#### Recover

backups to on-premises storage or to the cloud

**4**

#### Use existing backup software

and workflows to run cloud backup jobs



#### Unleash the power of HPE Cloud Volumes

Protect data against unplanned deletions, corruptions, server failures, and other incidents. HPE cloud-ready solutions let you easily lift and shift from the data center to your cloud compute of choice. Employ secure multi-cloud or Hybrid Cloud solutions that fit your development and production needs, and scale with the click of a button. Hybrid disaster recovery lets you run in one cloud and recover to another, or run on-premises and recover in the cloud.



#### Awards

Avoid being a data-loss statistic by trusting your IT infrastructure to HPE.

### AVOID BEING A DATA-LOSS STATISTIC BY TRUSTING YOUR I.T. INFRASTRUCTURE TO HPE.

Learn more visit

[hpe.com/us/en/solutions/business-continuity](https://hpe.com/us/en/solutions/business-continuity)

Contact your CBTS | Hawaiian Telcom Account Manager or visit [hawaiiantel.com/cbts](https://hawaiiantel.com/cbts) to learn more

<sup>1</sup> US-CERT (United States Computer Emergency Readiness Team), "Data Backup Options publication"

<sup>2</sup> WeRecoverData.com, "How much data loss can really cost you?"

<sup>3</sup> InvenioIT, "Do you understand the real cost of data loss?" December 2019.

<sup>4</sup> IBM, "2019 Cost of a Data Breach Report"