

## Putting a stop to data loss: Aruba's recommendations for World Backup Day 2019

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**London, 27 March 2019** - Aruba S.p.A. ([www.aruba.it](http://www.aruba.it)), a leader in data centre, cloud and web hosting, e-mail, PEC and domain registration services, has shared some recommendations on how to secure sensitive data as part of World Backup Day 2019 (31 March), a day dedicated to the increasing role of data in our lives and the importance of regular backups.

In today's digital world, data loss cases have become more frequent than ever. However, a global survey conducted by [Ontrack Data Recovery in 2018](#) revealed that out of about 350 organisations involved in data loss, 33% of them were not using any backup system when the data loss occurred.

What's more, ensuring data protection is even more important given today's regulatory framework. The GDPR requires that businesses provide, if requested by a customer, access to their data. businesses are also requested to store this data appropriately to avoid cyber attacks or mass-deletion. GDPR demands that data is processed in a manner that ensures appropriate security of the personal data, including protection against unauthorised or unlawful processing and against accidental loss, destruction or damage, using appropriate technical or organisational measures ('integrity and confidentiality'). In this context, the use of backup solutions is a necessity for all businesses.

As part of World Backup Day, Aruba is recommending the below to businesses looking to secure their business-critical data :

- 1. Trust the cloud:** the scalability of the cloud offers quick solutions to transfer and save your own content on a remote server. Advantages include the ease of consulting files and the ability to modify them from anywhere in the world, at any time, without compatibility limitations due to software or operating systems.
- 2. Make regular backups:** software can perform regular backups automatically, on an hourly, daily, weekly or monthly basis, thus minimising both the effort required and bandwidth usage so as not to interfere with other daily operations. Businesses should therefore set up constant backups and perform regular recovery tests to prevent data loss.
- 3. Consider the appropriate disaster recovery solution:** Backup and Disaster Recovery are two sides of the same coin. The first aims to safeguard the data in a granular way, with the possibility of returning to a specific moment in time. The second allows businesses to restore a service, in its entirety, a sequel to a disastrous event that can be completed by the service delivery site; the restoration takes place according to specific Disaster Recovery Plans (DRP). Both approaches serve different purposes, but the most effective strategy is often a combination of both.
- 4. Choose a trusted provider:** data is stored in data centres, which is a physical location embedded in a territory. Each territory will have different certifications and security regulations. As IT grows as a strategic element, it is important to make sure that the supplier delivers certified services according to industry standards, such as ISO 9001 and 27001.



"The level of awareness around data protection has certainly increased in recent years, although there are still companies that are afraid of outsourcing their data, thinking that keeping it on their hard drives is safer. Days like World Backup Day must make it clear that this is not the case," said Lorenzo Giuntini, Head of Engineering of Aruba. "We know that data is the most valuable asset of any company and for this reason, it must be entrusted to professionals and secured appropriately. We want to make it clear that there are high-level security services and solutions available, such as Cloud, Backup and Disaster Recovery tools, with customers able to choose anything from storing specific data sets, to the protection of entire processes and of business infrastructure. Our advice is to rely on a team of experts and specialists who have the right know-how to implement and suggest the ideal solution for each case, but also to rely on a provider that can guarantee the total security of the data. Those that can demonstrate their capabilities with advanced infrastructures, certifications and guarantees will have the greatest impact. "

### **About Aruba Cloud**

Aruba Cloud, part of the Aruba Group, is a leading Cloud provider. The service offers a comprehensive range of Cloud solutions for customers around the world. Thanks to a network of 8 data centres (UK, Germany, France, Italy, Czech Republic and Poland), Aruba Cloud offers its own customers a range of services and solutions created to respond to the needs of customers however small or large they are, including SOHOs, startups, SMEs and big businesses. Aruba Cloud's solutions are based on three kinds of Cloud services: VPS SSD, Public Cloud and Private Cloud, plus a selection of Cloud Storage Backup accessories [www.arubacloud.com](http://www.arubacloud.com)

### **About Aruba S.p.A.**

Aruba S.p.A. was founded in 1994. The Italian Group Aruba S.p.A. has established leadership status in a number of countries for its hosting, certified email and domain name registration services. The company has also acquired over 15 years' experience in data centre construction and management, dedicated server solutions, outsourcing and cloud computing. With over 4.7 million customers, Aruba has already conquered Italy and Eastern Europe, with a commanding position in the Czech Republic and Slovakia, and strong presence in Poland and Hungary. The quality of the services available, its technological expertise and its high customer relationship standards are just some of the assets enabling Aruba S.p.A. to be among Europe's Top 5 hosting providers and the world's Top 10 hosting providers. Since 2011, it has been created the Aruba Cloud brand, which is a leading Cloud service provider. In 2014, Aruba became the Official Registry for the '.cloud.' TLD. For further details: [www.aruba.it](http://www.aruba.it), [www.datacenter.it](http://www.datacenter.it)

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