

## IOMEGA® NAS: THE IDEAL BACKUP OPTION

WHY YOUR SMALL-TO-MEDIUM BUSINESS SHOULD CONSIDER NETWORK ATTACHED STORAGE FOR DATA BACKUP



networked computers can be directed to a single target, making NAS an affordable, easy-to-manage solution. In addition, networked storage allows you to physically locate backup data away from the computers you are protecting, providing an extra level of security.

### IOMEGA NAS: THE RIGHT NAS, RIGHT NOW

Designed specifically for SMBs, Iomega® NAS offers key benefits over other NAS solutions. These advantages include off-site storage capabilities and built-in backup software.

Iomega NAS products come with the Iomega Mozy online service bundle, which allows you to sync data to an off-site location. As a result, you can enjoy the off-site storage benefits of tape without the potential for tape handling and physical tape problems.

Although most NAS devices and backup software can work together, the Iomega StorCenter™ NAS family offers integrated backup software. As a result, Iomega's NAS line offers the following advantages:

1. Retrospect backup software is included at no additional charge and is ideal for backing up multiple networked mixed-operating system environments (PC and Mac).
2. If you need a more sophisticated backup approach as your business grows, very aggressive server-based licensing upgrades are available.
3. The storage and the software tightly integrated with each other, for much easier set-up, configuration and ongoing management.

The Iomega StorCenter family of NAS storage solutions blends award-winning EMC storage and security technologies with easy-to-use configuration and management tools purpose-built for small businesses and remote offices. Learn more about Iomega NAS solutions at [www.iomega.com/NAS](http://www.iomega.com/NAS).

### CRITICAL DATA, CRITICAL BACKUP

Although you probably know that regularly backing up your critical data is important, you may not realize just how disastrous the effects of data loss can be for your business. The statistics suggest that somewhere between 60% and 93% of businesses fail within a year of a critical data loss event. That's why data backup, along with RAID and a disaster recovery plan, should be a part of every SMB's data protection model.

### BACKUP TARGETS: WHICH IS RIGHT FOR YOUR BUSINESS?

For small- to medium-sized businesses, there are three possible targets for backup: tape, direct-attached storage (DAS) and network-attached storage (NAS).

Tape offers the advantage of portability—specifically, the ability to take tapes off-site for disaster recovery. However, tape also comes with cumbersome tape-handling requirements, such as regularly rotating or changing tapes. In addition, depending on the approach you take and your backup software, there may be additional backup software licensing fees for using a tape library. Tape also typically requires a backup server to be directly attached to the network, which does not provide any protection in the event of a physical disaster where both primary and backup data may be lost.

DAS, which is a storage device that is directly attached to a computer, eliminates the challenges associated with tape handling. However, using DAS for backup means you must either attach a separate device to each and every computer, or use a single computer to pull all the data through the network, creating a bottleneck on that machine. Neither approach is economical or practical for most small businesses.

NAS offers speed, convenience and price advantages not found in either tape or DAS backup models. With a NAS device, the backups of all your



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