Backup or Archiving?
Here's why you want to consider both

While backup and archiving are often talked about in the same breath, they both play a unique role in protecting the organization and keeping its data safe. So which solution is best for you? ***Modern workplaces are finding that they need both.***

Backups provide you with a copy of your current or recent data that you can use to recover if data has been maliciously or accidentally deleted. Whereas archiving is a repository of immutable data that needs to be stored over a period of time. In other words, backups are for recovery and archive is for discovery. These two solutions complement each other to keep your organization and its data safe from internal and external risks.

Current Challenges:

Keeping the organization and your data secure is more challenging than ever before.

- Volume and sophistication of threats continues to increase
- SaaS data is rapidly expanding and often overlooked for backups
- SaaS vendors only backup their infrastructure, but it is the organizations' responsibility to back up their own data
- Expanding regulations makes it more laborious to comply with data security and retention laws
- Fostering a safe workplace culture and equipping the business to defend itself in litigation is becoming more challenging as communication methods evolve

Solution Opportunities:

Strengthen your organization's resilience while achieving compliance – by pairing Cloud-to-Cloud Backup with Information Archiving.

- Restore data quickly with point-in-time recovery
- Avoid unexpected SaaS data loss by backing up your own data
- Ensure business continuity for critical SaaS applications
- Stay ahead of changing regulations by archiving all business communications
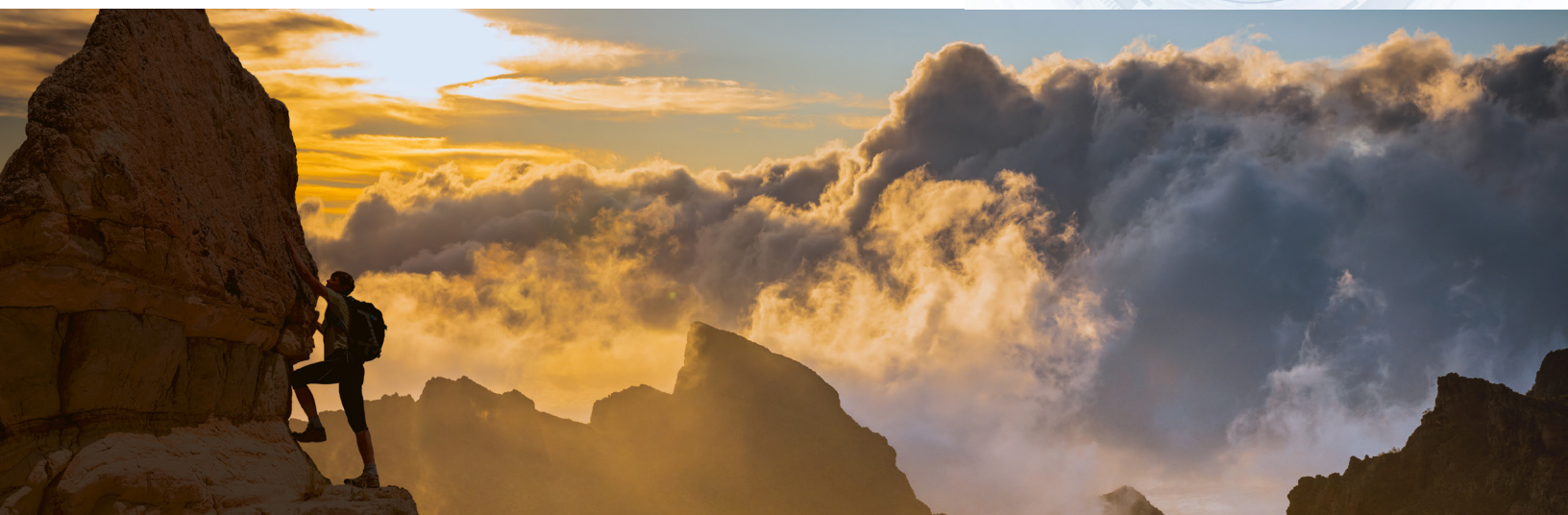- Proactively protect your workplace by quickly identifying and remediating risks

Protect your organization from different angles

Cloud-to-Cloud Backup *simplifies security and resilience for IT*

- Protect the organization from accidental or malicious data loss
  - Human error, malicious intent, synching issues, cyber threats, and outages
- Restore lost or damaged data
- Backup third-party applications and services
  - Microsoft, Google, Salesforce, Box, and Dropbox all recommend using a third-party service to back up your data
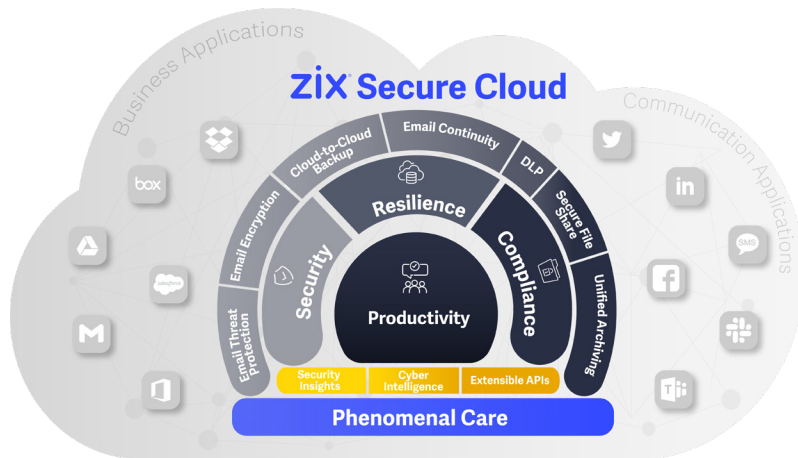
Information Archiving *simplifies compliance for IT, Legal, and HR*

- Store immutable copies of data
- Achieve complete visibility with multi-channel archiving
- Defend against unexpected litigations and lawsuits
- Protect your organization proactively and uphold your Code of Conduct
- Comply with industry regulations and compliance standards

Purpose-built solutions designed for today's Secure, Modern Workplace

The Zix Secure Cloud is a unified cloud platform that includes a broad suite of solutions to help you achieve a secure, modern workplace. Together, our solutions help you address security, resilience, productivity and compliance.

More solutions to simplify your security, compliance, and resilience

- **Email Encryption and DLP**

- **Email Threat Protection**

- **Email Continuity**

- **Secure File Share**

Information Archiving

- Unified Archiving helps you stay ahead of changing regulations
  - Unlimited cloud-based storage and eDiscovery
  - Tracks user activity at the message level
    - Archive more than 50 different data sources (IM/Collaboration Tools)
  - WORM-compatible storage
- SimplyShare helps you conduct quicker, more secure investigations
  - Easy search capabilities allow investigations to be run without IT's help
    - Intuitive, modern interface
  - Safely and securely share archived data
    - Without setting up a SFTP site or sending an external hard drive

Cloud-to-Cloud Backup

- Automated SaaS Backup helps you protect business critical data
  - Microsoft 365, Google Workspace, Salesforce, Box, Dropbox, and more
- Point-in-time recovery helps you restore the exact data you want to retrieve
  - Choose a point-in-time and/or hierarchy (mailbox, site, folder, doc, etc.)
  - Easily search or browse daily snapshots
- Unlimited storage and retention makes it easier to extract the data you need

Learn more about our solutions at Zix.com