The 3-2-1 Rule for best practise Hybrid IT data protection

Protecting data against ANY failure....wherever it lives

Protect yourself against data loss and business disruption—affordably Rapid data growth, ransomware attacks and regulatory compliance are key challenges for businesses today, increasing risk when data is not properly protected. With more business-critical workloads being deployed on virtual servers and flash storage, new challenges including virtual machine (VM) sprawl emerge. Unfortunately, these factors together can lead to a staggering increase for backup storage space required to protect critical data, which ultimately drives up storage costs. VM sprawl and increased storage capacity can also lead to management complexity.

The Hewlett Packard Enterprise approach is to reduce business risk by adhering to the 3-2-1 data protection best practice and simplifying data protection via multiple strategies:
1. Employing data deduplication that reduces the amount of data that must be backed up, stored, replicated, and recovered
2. Streamlining of the backup environment, including integration with backup software and applications so that backup and recovery can be managed inside those familiar applications
3. Giving you the flexibility to deploy both virtual and physical backup appliances tailored to your specific needs
4. Seeking backup and recovery automation that is simple enough for an IT generalist to manage

3-2-1 Best Practise: 3 copies of data, 2 copies on different types of media, 1 copy offsite

The 3-2-1 rule for best-practice data protection

The goal of the "3-2-1" rule for best-practice data protection is to provide a data protection solution that maximizes application uptime and data protection.

With the proper execution of this best practice, IT managers can protect their data by following these simple "3-2-1" guidelines:

● Maintain three (3) copies of your data—the primary data and two copies—to avoid losing data to a faulty backup.
● Store backup copies on two (2) different media types—such as tape, disk, secondary storage, or the cloud.
● Keep one (1) copy off-site—either on tape or in the cloud—in the event of local hazards or ransomware infections within the network.

As you consolidate your data onto entry and midrange flash storage platforms you need to protect against data loss. The HPE StoreOnce and HPE StoreEver product families provide an extremely cost-effective, reliable, and simple solution for data protection and business risk reduction. Combined with Veeam, the data protection solutions from Hewlett Packard Enterprise simplify data protection, improve storage efficiency, and protect against ransomware attacks. The solutions help to protect data and keep your business running.