

5 Myths of “Reliable” Tape Backup

Five Myths of Tape Backup That Keep Businesses at Risk for Application Downtime and Data Loss

Myth #1: Tape Backup is Reliable

The Truth: Tape can degrade, disintegrate or store corrupt data without notice.

Mady Tissenbaum, Associate Publisher and General Manager,
The Journal of Bone and Joint Surgery, Inc.

- “It wasn’t at all uncommon that a tape would appear to be bad or not work properly and would have to be replaced. We were depending on it to restore and it wouldn’t work.”

Tape can be damaged by:

- Heat
- Humidity
- Dust
- Magnetic Fields

Myth #2: There is No Urgent Need to Switch Away from Tape

The Truth: There is no time for downtime!

In today’s always-on world, consumers expect businesses to always be on and available. Application downtime and data loss costs each North American business an average of \$159,331 each year.

Tape offers zero protection against application downtime. Tape does offer...

- Cumbersome backup processes.
- High hidden costs such as purchasing tapes and renting a storage center.
- Lost, stolen or damaged backup files.

To meet today’s consumer expectations, businesses need...

- Zero IT downtime.
- Zero critical data loss.
- None of the high costs or complexity of cobbling together point solutions.

Myth #3: Backing Up with Tape is an Easy Process

The Truth: Actual steps are time-consuming and cumbersome.

To backup files using tape:

1. Purchase and install tape systems.
2. Purchase and install tape software.
3. Manually swap tapes daily.
4. Manually transport tapes to offsite location daily.
5. Monitor and manage offsite tapes.

To restore files using tape:

1. Find the tape containing the data you need to restore.
2. Transport the tape from the storage center to the office.
3. Insert the tape into your drive.
4. Go through the entire tape to find the data you need.

Myth #4: It Won’t Happen to Me (Lost or Damaged Files)

The Truth: The average SMB suffers 10 hours of application downtime per year.

- The average North American business loses \$159,331 per year due IT downtime and data loss.

“With tape you always run the risk of the data not being there. It can be fine one day and then the next day you can’t access your data, which was our greatest concern.”

– Bryan Turner, IT Officer, Riverside Bank

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Example of the yearly employee wages and total revenue loss due to downtime:

Step 1: Calculate loss in hourly wages.

- 50 employees x \$50/hour = \$2,500 per hour.
- \$2,500 per hour x 10 hours of downtime per year = \$25,000 per year in hourly employee wages.

Step 2: Calculate loss in hourly revenue.

- \$350K/24 hours = \$14,583.33 in lost revenue per hour.
- \$14,583.33 x 10 hours of downtime per year = \$145,833.30 per year in lost revenue due to downtime.

Step 3: Combine total costs.

- \$145,883.30 + \$25,000 = \$170,883.30 lost per year due to downtime, excluding the soft costs of reputation damage, and loss of referrals, repeat business and production!

Myth #5: I Cannot Afford an Alternative Solution to Tape

The Truth: You cannot afford the high hidden costs of tape!

How much is tape costing you? Fill in your own expense chart below to find out how much tape is costing your business in yearly hidden fees, aside from the soft costs of reputation damage, and loss of referrals, repeat business and production. Also, visit the Axcient blog to find an example of how much time and money tape can cost a law firm in hidden costs alone.

Additional Need	Cost Per Year
Tape storage center	
Salary of IT technicians needed to restore tape files onsite	
Cost of purchasing tapes	
Cost of lost labor during downtime	
Revenue lost while tape files are restored	
Total yearly hidden cost of tape backup	

Choose an affordable cloud-based solution that will allow you to easily store, protect and access all of your business information and systems, anytime and anywhere.

About BeStructured Technology Group

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