

Purpose-built Backup Cloud Service Providers: A Practical Starting Point for Cloud Backup and DR

The shift is on toward using cloud service providers for an increasing number of production IT functions with backup and DR often at the top of the list of the tasks that companies first want to deploy in the cloud. But as IT staff seeks to “Check the box” that they can comply with corporate directives to have a cloud solution in place for backup and DR, they also need to simultaneously check the “Simplicity,” “Cost-savings,” and “It Works” boxes.

Benefits of Using a Purpose-built Backup Cloud Service Provider

Cloud service providers purpose-built for backup and DR put companies in the best position to check all those boxes for this initial cloud use case. These providers solve their clients’ immediate challenges of easily and cost-effectively moving backup data off-site and then retaining it long term.

Equally important, addressing the off-site backup challenge in this way positions companies to do data recovery with the purpose-built cloud service provider, a general purpose cloud service provider, or on-premises. It also sets the stage for companies to regularly test their disaster recovery capabilities so they can perform them when necessary.

Choosing a Purpose-built Backup Cloud

Service Provider

To choose the right cloud service provider for corporate backup and DR requirements companies want to be cost conscious. But they also want to experience success and not put their corporate data or their broader cloud strategy at risk. A purpose-built cloud service provider such as [Unitrends](#) and its [Forever Cloud](#) solution frees companies to aggressively and confidently move ahead with a cloud deployment for its backup and DR needs.

A promotional graphic for a webinar. On the left, a person's hands hold a smartphone, with a glowing blue cloud icon containing a shield and a keyhole, and data streamlines. Text reads "Live Webinar" and "2018 DCIG Report: Using Cloud for DR". On the right, a calendar page shows "17 OCTOBER" with a red pushpin. Time information "2:00 pm ET" and "19:00 UK" is displayed. At the bottom, it says "Presented by: UNITRENDS & DCIG".

Live Webinar
**2018 DCIG Report:
Using Cloud for DR**

2:00 pm ET
19:00 UK

**17
OCTOBER**

Presented by: UNITRENDS & DCIG

Join Our Webinar for a Deeper Look at the Benefits of Using a Purpose-built Backup Cloud Service Provider

Join me next Wednesday, October 17, 2018, at 2 pm EST, for a webinar where I take a deeper look at both purpose-built and general purpose cloud service providers. In this webinar, I examine why service providers purpose-built for cloud backup and DR can save companies both money and time while dramatically improving the odds they can succeed in their cloud backup and DR initiatives. You can register by following this [link](#).

