

Archiving vs Backup

Two different solutions, serving two different needs.

- If your business performs regular system backups, you may be thinking that you're doing everything to protect your data against any and all risk; this isn't necessarily true.
- The issue of archiving data for monitoring and review can be a tricky one to navigate for any company – because it comes at a cost – and most firms don't need it, until they *really* need it.
- We often encounter partners who consider archiving and backup as one and the same thing. This confusion is understandable. Ultimately, you just want to know your data is being backed up somewhere, and as long as this is happening, you hope you're covered.
- But the truth is - Archiving and backup are two distinctly different processes in data management. If you think that by having one, you've also got the other, this is where your problems can begin. But, it may not be where they end.

What is Backup?

- When your data is backed up, you are creating a live copy that would enable you to restore it to its original state in the event of data loss or damage. Every time a backup occurs, you are duplicating your data and saving it elsewhere, overwriting your last backup.
- So, should the worst happen and you lose everything for one reason or another, you have a mirror image tucked safely away that can take its place.

What a Backup doesn't offer

- Traditional backups are not designed to meet specific regulatory requirements, which can lead to businesses being fined or penalised if they fail to meet these obligations.
- As well as this, traditional backups are typically created on a daily or monthly basis, and are only intended to ensure that data can be recovered in the event of a system failure or disaster. An archive, on the other hand, ensures continuous, secure and tamper-evident storage of emails and other electronic communications.

What is an Archive?

- **A top tier archive** is more than just a backup, as it offers a range of features that can provide significant benefits to businesses looking to communicate compliantly.
- **For instance, Global Relay's archive platform** is capable of archiving over 100 data types, such as Outlook emails, Microsoft Teams, Zoom, WhatsApp, Voice, Text, Slack, and Google, alongside any additional non-email communication types, in a unified platform.

- **This distinctive feature enables businesses** to address all their communication data needs using one single, comprehensive solution, reducing the need for multiple third-party vendors and mitigating operational risk.
- **Global Relay offers more than an archive**, providing a holistic surveillance solution too. This means that- businesses can gain the full view of their operations and improve their decision-making capabilities.
- **Global Relay's AI-powered system** intelligently detects high-risk content in electronic messages, such as emails, using a mix of models, lexicons, metadata, and participants. This content is then routed to the appointed personnel for review; where they can utilise a multitude of tools to enrich, share and analyze the data.

The reasons why...

- **Over the past five years**, the regulatory burden surrounding the retention and storage of data has increased significantly.
- **One explanation for this** is that the emergence of hybrid working, due in part to the pandemic, has significantly transformed the way businesses communicate. Simply archiving email no longer provides a comprehensive view of who is saying what and to whom.
- **This is why** many businesses are choosing to capture their Microsoft Teams, Zoom, and Slack etc; to reduce risk, maintain company culture, and safeguard their people.
- **Traditional backups are not designed to meet these specific regulatory requirements**, which can lead to businesses being fined or even penalised if they fail to meet their obligations.
- **But it's not just regulated industries that can find themselves in a court room** - and if you were unlucky enough to end up in that position, with a requirement to locate and review a specific set of communications from, for example, three years ago; could you do it? How long would it take you and how much resource would you have to divert to get it done?
- **An archive should also be a holistic surveillance solution tool**. This allows a business a full view across their operation; to improve their decision-making capabilities, assess and audit every facet. A company is responsible for the culture they create and tolerate - and it has never been more important to nurture a 'people first' environment.
- **Global Relay's AI-powered system** intelligently detects high-risk content in electronic messages, such as emails; using a mix of models, lexicons and metadata. This content is then routed to the appointed personnel for review; where they can utilise a multitude of tools to enrich, share and analyse the data.
- **Advanced search functionality...** businesses can locate specific emails or other communications quickly and easily. Remember those specific messages you have to urgently lay your hands on from three years ago? Not a problem. This is especially important in the event of regulatory audit or eDiscovery, where traditional backups are often ill-equipped to meet urgent requests in a timely and cost-effective manner.