Beyond the Cloud: **Why SMBs Need Hybrid Backup**

A guide to real resilience for small business data protection.

INCREASE IN CLOUD BACKUP USAGE **91.6%**

between August 2023 and August 2025

But here's the problem: popularity ≠ perfection
While cloud offers flexibility and scalability, relying on it alone leaves your business vulnerable to outages, slow recovery, and compliance failures.

WHY CLOUD BACKUP APPEALS TO SMBS

The Promise:
✓ No expensive on-site hardware to manage
✓ Predictable monthly subscription costs
✓ Access backups from anywhere
✓ Scalable storage that grows with you
✓ Automated, hands-free backups

The Reality:
This convenience creates a **false sense of security**. Just because data is in the cloud doesn't mean it's fully protected or quickly recoverable

REAL RISKS OF CLOUD-ONLY BACKUP

1 in 5 SMBs **CLOSE PERMANENTLY**

after a successful cyberattack

Cyberattacks aren't the only threat. Hardware failures, human error, and natural disasters also cause devastating data loss.

With cloud-only backup, here's what's at risk:

- **Cloud Outages** → *Operations halt completely*
- **Slow Restores** → *Hours or days of downtime*
- **Data Breaches** → *Weak access controls = exposure*
- **Compliance Failures** → *Fines & shutdowns*
- **Cloud Storage ≠ Cloud Backup** → *Increased ransomware risk*
- **Hidden Costs** → *Restore fees & overages*

Ask yourself:
What if you couldn't access critical data for a day? A week? Longer?

WHY HYBRID BACKUP IS BEST

5 KEY BENEFITS

Hybrid backup combines local storage for speed and cloud storage for resilience.

✅ **Compliance Ready**
Combined encryption, access control, and audit-ready logs help SMBs meet HIPAA, GDPR, PCI-DSS, and other regulatory requirements.

⚡ **Fast Recovery**
Local backups enable quick restores of files, databases, and applications, keeping downtime to a minimum.

Built-in Redundancy
Maintaining copies in both locations ensures one system's failure doesn't mean data loss.

Offsite Protection
Cloud backups provide a secure fail-safe in case of fire, flood, theft, or other disasters at your primary site.

Custom Control
Fine-tune schedules, retention policies, and recovery settings to match your data's sensitivity and value.

BACKUP STRATEGY COMPARISON

Here's how local-only, cloud-only, and hybrid backup strategies compare:

	Local-Only	Cloud-Only	Hybrid
Upfront Cost	Medium	Low	**Medium + Provider Fees**
Ongoing Cost/Year	Low	Medium–High ($1K–$5K+)	**Medium–High ($1K–$5K+)**
Recovery Speed	🟢 Very Fast	🟡 Depends on bandwidth	**🟢 Fast (local) + 🟡 Reliable (cloud fallback)**
Security/Compliance	🟡 Medium	🟡 Medium–High	**🟢 High (encryption + isolated backups)**
Risk of Data Loss	🔴 Medium–High	🟡 Medium	**🟢 Low**
Ease of Management	🔴 Manual setup	🟡 Mostly automated	**🟢 Automated (single job for both)**
ROI/Business Impact	🟡 Moderate	🟡 Moderate	**🟢 High**

The Verdict: Hybrid backup consistently offers the **best balance of speed, protection, and ROI by minimizing downtime**, enabling faster restores, and avoiding catastrophic data loss costs.

CHOOSING THE RIGHT HYBRID BACKUP SOLUTION

Not all hybrid backup solutions are created equal. Ask these questions:

✓ **Is setup simple?** Best solutions back up locally AND to cloud in a single job.
✓ **Are backups encrypted:** Both in transit and at rest.
✓ **Can you manage retention separately?** Different policies for local vs. cloud locations.
✓ **Is support responsive?** Live assistance beats automated emails during emergencies.
✓ **Does it meet compliance needs?** HIPAA, GDPR, PCI-DSS support.
✓ **Is the restore fast?** Software should auto-select fastest source (local or cloud).
✓ **Can you monitor everything?** Dashboards show backup health at a glance.

REAL-WORLD SUCCESS STORY

TLC Netcon Inc. | Northeast Texas

When a client's hard drive failed completely, recovery looked impossible. But thanks to their hybrid backup strategy with NovaBACKUP:

> *We had a good backup. I gave him the key, he created a zip file, and we recovered his data very quickly.*
>
> Tony Linton, Owner

The Result:
Minimal downtime, happy client, business continuity maintained.

DON'T WAIT FOR DISASTER TO STRIKE! TAKE CONTROL OF YOUR BACKUP STRATEGY NOW:

✓ Adopt a hybrid approach (local + cloud)
✓ Test backups regularly
✓ Verify recovery works from both, local and cloud storage locations
✓ Choose a solution that's simple, secure, and compliant
Cloud backup is powerful, but it should never be your only line of defense.

Ready to Build Real Resilience?

Contact NovaBACKUP