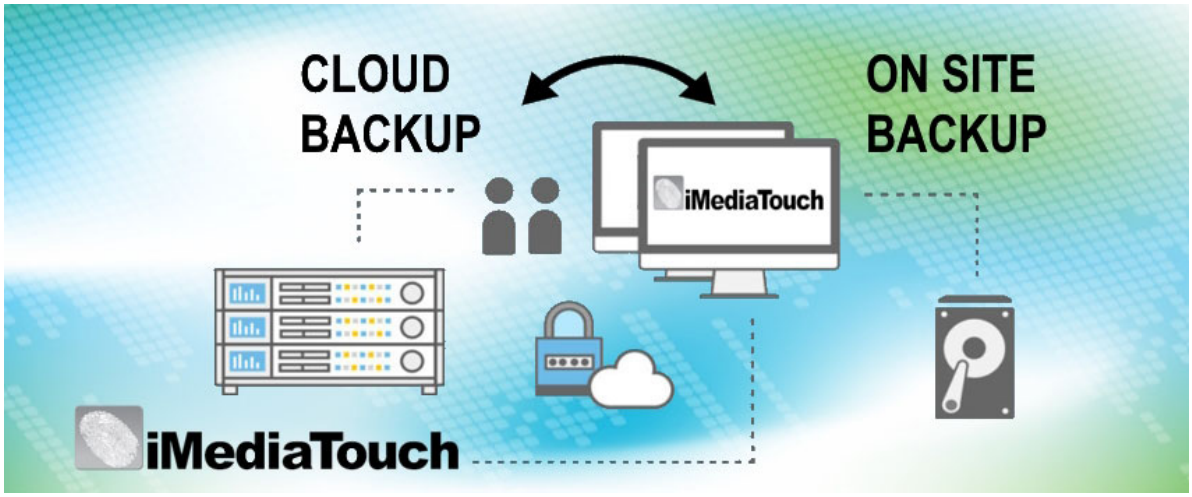
Backup Scenarios for iMediaTouch

As with any business oriented computing application that utilizes a database, iMediaTouch users can benefit greatly from deploying a backup plan in order to quickly restore function after data loss, or any sudden catastrophic event.

With that, there are 2 main forms of deploying a backup implementation. A Local onsite backup, or an offsite of cloud based solution. The following will briefly explain the advantages and disadvantages of both.



Doing a Local based (Onsite) backup

A local or onsite backup is one kept physically at your location such as backing up to an external hard drive which is faster, easier, and much more secure. There are many applications and methods to implementing an onsite backup. Using third party applications, such as Second Copy, EaseUS Todo Backup, Acronis and many others can assist with deploying your onsite backup.

Imaging can also be a secondary way of 'backing' up your data. This can be done by completing a total 'image' of the iMediaTouch workstation including all data. Again, use of third party applications specialized in this may help – such as, Veeam, Clonezilla, and Macrium Reflect just being some examples.

Onsite storage has some advantages over offsite storage, including:

- Immediate access to data. Data can be accessed immediately via the medium that the data is backed up to by the I.T. professional.

- Less expensive. Even factoring in the cost of 3rd party apps, and hardware – onsite backups are often much more cost effective in the long run than many cloud based services.
- Control over what data is backed up. Since iMediaTouch On Air is designed to be a 24/7 application, having an onsite or local backup is optimal in terms of getting you back to air as quickly as possible. A luxury you may not have with an exclusively cloud based backup.
- Internet access not needed.
- Security, you control when and what data is scanned.

What are the disadvantages of onsite backups?

- Scalability is limited. Additional hardware or software MAY be required as additional machines or data is added.
- Backups SHOULD be completed in off peak hours – as playing files can cause a 'file in use' scenario where some files being played cannot be backed up at the time, resulting in incomplete backups.

Doing an offsite based (Cloud) backup

Offsite backup consists of keeping your data stored in a location other than where your local machines or server are located. Offsite backups also include cloud-based backups.

Cloud backup is the process of transferring a copy of your files, applications or database to a secondary, off-site location so that your data and apps can be quickly restored in the event of a security breach, system failure, outage or natural disaster. This helps ensure your business runs as usual, even when crises do occur.

Cloud backup and cloud storage, although often used interchangeably, serve distinct purposes. Cloud backup protects your data against loss or damage, creating remote copies for emergency recovery. On the other hand, cloud storage functions like an off-site external hard drive and allows file sharing and accessibility from anywhere

The advantages of cloud backup include:

- Accessibility – Backed-up data can be accessed from anywhere. All that the users need is an internet connection.
- Automatic backup – To minimize the risk of data loss arising due to human error or negligence, scheduled backups can be automated at specific times.
- Scalability – Instead of purchasing new equipment to increase storage capacity, with cloud backup, you can easily scale up to accommodate the growing volumes of your company's data. You can have the flexibility to adjust storage plans based on charging needs, eliminating the requirement for significant hardware upgrades.
- Reliability – Cloud service providers enhance data reliability by employing redundant systems and rigorous backup procedures. Thanks to the distributed nature of cloud infrastructure, the risk of data loss due to hardware failures or other disruptions can be reduced.

What are the disadvantages of cloud backup?

- Data control – Using cloud backup means you have less control over your data. This is because data is moved outside of your network and placed in the control of an outside provider. As a result in the event of a catastrophic event, if your data is ONLY accessible via the cloud, and there is no internet connection your iMediaTouch On Air can potentially be **OFF AIR**. As a result it is still a good idea to have your primary backup occurring locally or onsite.

- Connectivity, bandwidth and latency – As a global platform, the cloud may encounter latency issues in certain regions. Since iMediaTouch On Air is considered at 24/7 application, it is vital that network latency is kept to a minimum in order to continue playing optimally. Any bandwidth latency can result in playback disruptions. To function optimally, a cloud backup would require an exceptionally high-speed internet connection i.e Fibre connection.
- Escalating costs – Cloud backup is expensive since it often incurs expenses for storage space on the cloud server.

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