



WHITEPAPER

3 Reasons To Pick a Storage-Agnostic Backup and DR Vendor

Many backup and disaster recovery (BDR) vendors in the market host backups in their own clouds. While this doesn't sound like a big deal, it can be, especially when considering pricing, feature set and security.

Decoupling cloud storage from the BDR solution puts customers in control of where their backups reside, giving them additional insights into security and pricing.

Being able to control your backups enables you to protect data from an ever-increasing threat landscape and unexpected price hikes.

Pricing

BDR vendors with their own cloud are in control of pricing.

Raw cloud storage prices typically go down over time, but vendors with their own clouds typically raise prices annually. When there's no competition, these companies can raise their prices whenever they want, and there's nothing you can do about it.

Prevent this from happening to you by, again, partnering with a BDR with a storage-agnostic approach to backup. When the cost of the SaaS software and the data storage "cloud" are separate, you have much more choice and freedom.

Features

When you are not tied to one vendor, you are free to choose from many options. The Big Three -- AWS with its Amazon S3, Microsoft with its Microsoft Azure Blob Storage, and Google Cloud with its Google Cloud Storage -- all offer vast interconnected architecture, flexible prices and features that will allow you to control all aspects of your backup data. On the other hand, if you are chasing the best value for money, there are Backblaze B2 and Wasabi Cloud Storage, who offer the lowest prices and still have an extremely solid storage offering.

Which Is Best for Backup: Amazon S3 vs
Microsoft Azure Blob vs Google Cloud Storage

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No matter how big and elaborate the backup and disaster recovery vendor is, it cannot create a cloud storage offering of comparative competitiveness to that of cloud storage companies, which are laser-focused on their job.

Control Over Storage

"The cloud" is such an abstract concept, when you think about it.

You're told your data is stored in the cloud, but what does that even mean? Where exactly is the cloud? Who has access to it? How is your data being protected? Who's in charge of securing it?

Even when the BDR vendor you've contracted with has a cloud of its own, one question remains unresolved: are you or your vendor responsible for the data?

For example, if you're unable to sustain data compliance and your company is fined for it, who coughs up the money? You or your vendor? If you're unsure, here's the thing: your vendor doesn't.

Oftentimes, backups — especially if the data is from medical practices or financial services providers — contain overly sensitive data (also known as protected health information (PHI) or personally identifiable information (PII), which must be protected with the proper safeguards in place. If not, there could be dire legal consequences, including significant fines.

Further reading [HIPAA-Compliant Cloud Backup](#)

Therefore, it's so crucial to understand fully where and how your backups are stored.

Conclusion

Proprietary cloud storage was once a competitive advantage for some backup and disaster recovery vendors. Those times have gone, though. There is fierce competition in the cloud storage market. The biggest vendors are doing their best to create the most feature-rich solutions on the one hand, and constantly lower the prices on the other. In the other corner, there are newcomer market disruptors who offer exceptional quality, coupling that with the lowest-imaginable price. And the users are reaping the benefits.

About MSP360™

Established in 2011 by a group of experienced IT professionals, MSP360™ (formerly CloudBerry Lab) provides cloud-based backup and file management services to SMBs.

MSP360's offerings include powerful, easy-to-use backup management capabilities and military-grade encryption using customer-controlled keys. Customers can choose to store their backup data with all the major cloud storage providers, including Amazon S3, Microsoft Azure, Google Cloud, Wasabi, and others. MSP360™ also partners with thousands of VARs and MSPs to provide them with turnkey, white-label data protection services.