Essential Data and Systems Protection for the Modern 3PL & Trucking Companies

by Chuck Cook, RenovoData

Too often, companies micro-focus on one element of disaster recovery (such as data backups) instead of looking at the larger picture and consider all facets of their IT Systems to allow the company to resume normal business activity as quickly as possible.

Over the last decade, cloud backup and recovery options have emerged as a secure, cost-effective and reliable method of protecting increasing amounts of data that a company generates daily. However, some companies may have lulled themselves into a false sense of security as the measures they have put in place, while a step in the right direction, cannot fully protect all business functions in the event of a disaster or data loss event.

Today, virtually every company relies on huge amounts of data for normal business operations. If a company wants to be competitive in the current business environment, it must demonstrate the ability to access and transfer data quickly and accurately. A successful company cannot put itself in the position to be felled by downtime.

Assets like buildings or vehicles usually have insurance policies to help with replacement in case of loss or damage. Company data requires similar protection. The impact of its loss can be disruptive if not catastrophic. It can be much more difficult, or impossible, to recreate lost data, and every hour of "down time" costs significant money. Data protection and data availability must be discussed and prioritized, then solutions implemented to provide contingencies for an organization's survival.

Given the total scope of what is required to protect a 3PL provider or transportation company's data and keep all business functions at the ready, we propose the following approach for total business protection:

Tiered Protection Strategy:

- **Priority 1**: First, create redundant copies of data in case of IT failure or site loss. Every effective strategy starts with data backup. It can be difficult, if not impossible, to recreate data once lost or corrupted.
- **Priority 2**: Next, equip your business with the tools to recover Operating System Environments (OSEs) and applications. Layer on recovery solutions, weighing priorities and expense. This ensures the organization can normalize quickly after a data loss incident. It can mean the difference in your business staying relevant -- or losing market share.
- **Priority 3**: Design, test, and document a plan to recover high priority applications and data. Identify high priority applications and data files and make sure they can be accessible quickly.
- **Priority 4**: Acquire tools to minimize downtime of high priority applications and communications.
- **Priority 5**: Maintain your plan and your solutions with regularly scheduled updates to ensure the plan keeps up with changing business needs and IT enhancements. Establishing ongoing maintenance and updates will keep the plan effective.

Finally, get your team on board. In the event of a disaster, it is usually an "all hands on deck" situation, make sure everyone in your organization knows their role so everyone is on the same page.

Total business protection is a growing industry focus with more and more companies realizing that backups alone cannot solve the problems caused by a data loss event or natural disaster. Transportation companies and 3PL providers will continue to choose data protection partners who offer a comprehensive approach to total business protection.

Effective cloud backup, with server recovery solutions, provides clients with cost-effective, secure and reliable methods of recovering and restoring data quickly. However, unless these solutions are properly integrated into a total business protection plan, the benefits of having a backup solution may fall short of minimizing expensive downtime when recovering from a data loss event. An optimal system takes a tiered approach allowing business operations to recover more quickly. Taking proactive steps with regards to your total business protection plan ultimately lowers the risk of costly downtime, serious interruption to your business operations, as well as risk to your company's reputation.

Chuck Cook can be reached toll-free at (877) 834-3684. RenovoData, powered by Asigra, is a leading disaster recovery and remote backup service provider, helping companies protect critical data worldwide.