

# Choosing the Right Data Storage for SMB

A visual primer on physical data storage

## Determine how much and what storage you need

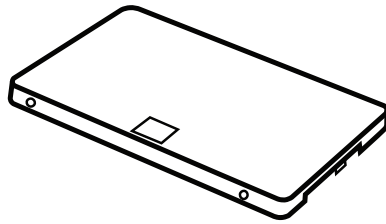
Before starting, it's important to understand the type of data you have, your access needs and your backup requirements.



## Choose where to store your data: HDD vs. SSD

There are two main types to consider, both of which can be purchased with disaster-proof capabilities.

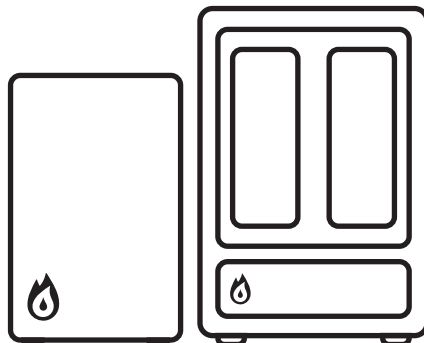
- 1) **HDD: Increase data storage capacity**
- 2) **SSD: Boost data storage performance**



## DAS vs. NAS: picking an access method

Which data access method will meet your business' needs? There are two main ways to connect your storage to your computers, each of which offers differing methods of data accessibility.

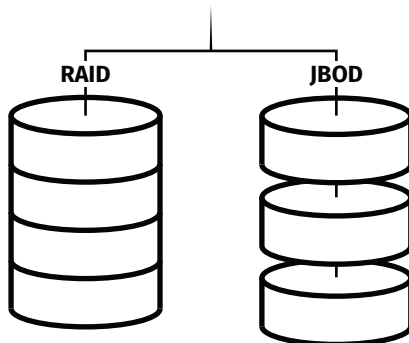
- 1) **DAS: Better performance, privacy**
- 2) **NAS: Make data accessible in your network**



## Select your storage configuration: JBOD vs. RAID

Having chosen your storage media and connection strategy, it's time to address how data is stored and the type of redundancy you want in your storage devices.

- **JBOD: Keep it simple**
- **RAID: Mitigate your data loss risk**



# 48%

of employees have access to too much data, according to a recent survey<sup>1</sup>

# \$82k-\$256k

costs from SMB data loss for a single event<sup>2</sup>

# 90%

SMBs that fail to resume operation within a year of a natural disaster unless they restart operations within five days<sup>3</sup>

## Eliminate disaster threats to business data

It's likely that many haven't considered one of the biggest threats to their data: catastrophes like floods, wildfires and tornadoes, and disasters like a plumbing or HVAC leak. For example, **water damage that isn't related to weather, such as pipe leaks, causes about \$3.57 billion in damage to U.S. commercial properties each year.**

<sup>1</sup><https://smallbiztrends.com/2019/08/data-classification-policy.html>

<sup>2</sup>[https://www.carbonite.com/blog/article/2015/10/downtime-costs-small-businesses-up-to-\\$427-per-minute](https://www.carbonite.com/blog/article/2015/10/downtime-costs-small-businesses-up-to-$427-per-minute)

<sup>3</sup>[https://www.fema.gov/media-library-data/1441212988001-1aa7fa978c5f999ed088dcaa815cb8cd/3a\\_BusinessInfographic-1.pdf](https://www.fema.gov/media-library-data/1441212988001-1aa7fa978c5f999ed088dcaa815cb8cd/3a_BusinessInfographic-1.pdf)