EXECUTIVE SUMMARY

Mobile devices and virtualization have transformed traditional notions of the workplace. With greater connectedness to their IT infrastructures, workers can access digital assets from any connected device, at any time of day, and automatically disseminate changes across devices. Additionally, the ability to share files with cloud-connected colleagues facilitates collaboration without regard to geographic location, the only prerequisite being a connection to the Internet.

The increased use of mobile devices and cloud-based file services for business tasks—commonly referred to as "enterprise mobility"—is responsible for a 34% increase in worker productivity, and an additional 240 hours of work performed per worker, per year.[1] No doubt, the upside potential resides with proper implementation. For best results, file synchronization and sharing platforms should be used for productivity and collaboration; they're ill suited to the task of backing up critical business data.

In this white paper, we'll highlight the key features of file synchronization and sharing platforms, and data backup for business. We'll also examine how an all-in-one solution can support both enterprise mobility and business continuity for small and medium businesses (SMBs).

INNOVATIONS IN REMOTE FILE ACCESS

Although the ability to access files remotely is hardly new, it's been evolving rapidly. As remote-access technology changes, so does the user experience. Cloud-hosted file access has streamlined the way users interact with their digital assets. Instead of having multiple copies of a document—one for each device—one copy remains accessible across multiple devices. So, there's no need to download a copy onto one device to carry over changes made on another. Simply update the cloud-hosted document to synchronize it across all devices, making the most recent version accessible at any time, from any location.

With 24/7 access to the most up-to-date files, workers no longer need to be tethered to their offices to perform critical tasks. As long as there's an Internet connection and access to a cloud service, business can continue beyond the confines of the traditional workplace.

Another feature is active file view. Carbonite's Sync & Share app automatically pulls the files you're currently working on for display. When a file is inactive for 30 days, it's removed from the app homepage. This reduces clutter and makes the dashboard easier to navigate. There's also the ability to share files with colleagues and business associates, and collaborate on them with other users. The app preserves versions for rolling back changes.

If you're considering file synchronization and sharing technology for your environment, these are some of the features you'll most likely be looking for.

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CARBONITE SYNC & SHARE AT A GLANCE

SYNC & SHARE FEATURE	USER BENEFIT
Cloud-based file hosting	24/7 file access
	Save and synchronize changes across devices
File sharing	Allows files to be shared with multiple users
	Facilitates efficient collaboration between business associates
Version preservation	Retains previous versions
	Enables rollback of changes
Active file directory	Stores active documents for 30 days
	Makes app dashboard easier to navigate
256-bit encryption	Keeps files and data secure

BUSINESS-STRENGTH DATA PROTECTION AND RECOVERY

While file synchronization and sharing technology is optimized for file access and collaboration, it's not designed as a stand-alone data backup and protection solution. For secure and dependable backup and recovery of critical business data, several requirements must be met. The first is secure backup and recoverability of laptops, desktops, external hard drives, and network-attached storage (NAS) devices. These are the most basic hardware items you're likely to find at any small or medium-sized business. They each contain important business information SMBs will want to protect. The next requirement is state-of-the-art encryption technology. For compliance with the Health Insurance Portability and Accountability Act (HIPAA), data encryption must be in place both in transit and in storage.

"While file synchronization and sharing technology is optimized for file access and collaboration, it's not designed as a stand-alone data storage and protection solution."

Another requirement is that backups take place automatically and in the background to reduce the chances of human error and ensure business continues without disruption.

Carbonite Pro plans support all of these requirements. In addition, Carbonite Server Backup provides hybrid data protection, where backup occurs both on-site and in the cloud. On-site backup accelerates granular recovery times, and cloud backup ensures the protection of data if the local infrastructure is compromised.

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CARBONITE BACKUP PLANS FOR BUSINESS

CARBONITE BACKUP FEATURE	USER BENEFIT
Hybrid data backup and protection	On-site backup for faster recovery times Cloud backup for disaster recovery
Multi-layer data encryption	Secure encryption of data at rest and in flight Secure Sockets Layer (SSL) data transmission technology Optional Private Key encryption
Hot data backup	Live backup, even for data that's in use Ensures data continuity and eliminates downtime
Support for FERPA, GLBA, and HIPAA compliance	Privacy and security of protected health information (PHI) Protection for personally identifiable information (PII) Encryption of data before, during, and after transmission Includes administrative, physical, and technical safeguards Business Associate Agreement (BAA)

CONCLUSION

File synchronization and sharing tools can significantly boost employee productivity and encourage collaboration between business associates. They facilitate the portability of work documents and reduce downtime for employees who travel frequently. They're also a secure way for keeping documents accessible and up to date across multiple devices. Some, like Carbonite Sync & Share, also support HIPAA regulatory requirements.

"File synchronization and sharing technology is insufficient as a stand-alone backup platform."

However, file synchronization and sharing technology is insufficient as a stand-alone backup platform. Carbonite Sync & Share works in tandem with Carbonite Pro or Server Pro Bundle to provide a powerful data backup and storage solution, one that brings enterprise mobility to SMBs while ensuring data protection and recoverability.

1. Fliplet website: Ten enterprise mobility statistics that may surprise you (accessed January 2015) http://fliplet.com/blog/enterprise-mobility-statistics-infographic/

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