



Backup Retention vs. Backup Frequency

Protecting Your Business from Data Loss

What Is Backup Frequency?

How often your data is backed up.

Think of it like saving a document while working — every time you hit “save,” that’s a backup.

- Hourly, daily, or weekly — frequency controls how much you risk losing if something goes wrong.
- The more frequent the backup, the less you lose.

Example: If you back up once a day and crash at 4 PM, you’ve lost a full day’s work.

What Is Backup Retention?

How long your backups are kept.

Retention is like keeping old drafts or versions of a file in case you need to go back.

- Keep backups for 7 days? You can recover last week’s files.
- Keep backups for 1 year? You can recover from much older issues — even legal or audit surprises.

Example: A ransomware attack went unnoticed for 3 months. Without long-term retention, recovery becomes impossible.



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Why You Need Both Set Properly

- Too little frequency = Big data gaps when disaster strikes.
- Too short retention = Nothing to go back to when problems surface late.
- Too much of either = Expensive and inefficient.

The Smart Move

We help businesses like yours strike the perfect balance:

- Frequent backups to minimize data loss
- Strategic retention to handle audits, malware, and human error

The result? Peace of mind, regulatory confidence, and business continuity.

Let's make sure your backup strategy works for you — not against you.

Talk to us about your data protection plan today.

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