Limitations & Dangers of Cloud Storage

While cloud storage has come a long way and has certainly increased document filing efficiency in the workplace, there will always be drawbacks associated with a cloud storage system.

Susceptible to Cyber Attacks & Ransomware:

The most dangerous threat to cloud storage is its vulnerability to cyber attacks. More than 4,000 ransomware attacks have occurred every day since the beginning of 2016.[1] It is estimated that by 2021 cyber crime could reach $6 trillion annually.[2] Small businesses are not the only ones suffering from these attacks; major information-based companies, such as Equifax in 2017[3], have been hacked in the past. Even cloud storage giants like Dropbox have suffered from being hacked.[4] These cyber attacks will only increase in the coming years – a threat companies around the world will have to devote their time and resources to combat.

Service Providers & Connectivity Issues:

Cloud storage also suffers from other less-hostile but equally damaging limitations. Problems with things like connectivity and bandwidth will always be a reality, regardless of the company's size. Since companies are also dependent on service providers, this creates yet another bottleneck effect where something can break down and completely halt a day's workflow. Data loss or data corruption can often be the result of a simple server shutdown.[5] Server shutdowns can be triggered by hardware failure due to natural disasters such as fires or earthquakes.

While cloud and other online storage services are still very viable resources, it is through a hybrid approach that companies can fully enjoy the benefits of both secure and accessible storage. The inclusion of local, on-site storage resolves practically all of the limitations and dangers of cloud storage. That is where Phoenix comes in. Phoenix is the trusted, leading provider when it comes to secure, physical storage solutions.

[1] (Ray 2016)
[2] (Cybercrime Report 2017)
[3] (Berghel 2017)
[4] (Turner 2016)
[5] (An, Zaaba and Samsudin 2016)

Benefits of Local, On-Site Storage

Not Dependent on Servers & Internet Connectivity:

On-site storage either avoids or altogether eliminates several of the issues associated with cloud storage. The most obvious weakness it does not share with cloud storage is a dependence on internet connection. For those who elect to solely store their data through online platforms, they often have to devote a percentage of their staff to the upkeep of the server and the company's internet connectivity. Local storage has no need of specialized employees dedicated to its maintenance. A single Phoenix file or safe helps defend a business from the costly effects of ransomware or other cyber attacks. In the event of data loss or corruption due to a server failure, companies can be assured knowing that their backup data is kept safe in their Phoenix product.

One Secure & Accessible Location:

Paper-based files and hard drives alike can be securely kept in one accessible, on-site location by utilizing Phoenix products. Cloud or other online storage options can sometimes result in unnecessarily complicated filing systems. When multiple people have access to a digital filing system, the rate of input and changes vastly outweighs those of a physical storage system.

Tried & Trusted:

The world's top tech companies use and rely on Phoenix products to keep their data safe. Investing in a Phoenix product is a one-time purchase as opposed to the continual maintenance costs associated with cloud storage. Phoenix files and safes function as perfect partners with online storage options. By combining these two techniques, companies can experience all the flexibility of cloud storage while remaining secure and accessible on-site through Phoenix's products. Businesses can rest easy with the knowledge that, in the event of physical or digital threats, Phoenix will protect their information.

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