

# Would you choose Consumer-grade or Business-grade backup for critical data?



RDX® QuikStor™ is the preferred business backup solution for the SOHO and SMB market with business grade data protection at a superior value. Easy integration and operation saves time, money and irritation.

- **DO YOU** have IT professionals on staff?
- **DO YOU** have a planned backup and disaster recovery strategy?
- Without sound backup and recovery processes a business has a 93% **CHANCE OF GOING OUT OF BUSINESS** if data cannot be recovered.



**Unrecoverable Data**  
93% of businesses will go out of business.

## Is a consumer grade hard drive good enough to protect your critical data?

### Common small business questions

Question	Answer
What would I do if my backup was corrupt or files deleted?	It's best practice to rotate daily backups, ensuring there is always one good copy of data. RDX media can be easily swapped daily, keeping one copy offline and preferably offsite.
Why should I use RDX for backup as cloud is much more convenient?	Cloud cost will increase upon growing capacity needs. In addition, cloud providers charge for restores as well. Upfront invest in RDX returns after 12-24 months. RDX backup is designed for Onsite DR and much faster and reliable, as well as local backups and restores. Using cloud creates provider-dependency.
What happens if I have a theft, disaster, or something simple like a spilled coffee?	Moving one copy of data to a safe location isn't just smart, it's necessary. RDX is made to move, surviving falls over one meter with no damage. Would you take an external hard drive and throw it on the ground?
Would I consider my business a typical small business?	If so, data is growing and growing fast. Investing in one piece of hardware today, knowing that you can scale with higher capacity media (from 500GB to 8TB), provides a sound strategy.
Is my data backed up regularly and safely?	RDX QuikStor can be easily integrated into backup applications to perform periodical backups. Automatic cartridge eject provided by most backup applications builds the Air Gap to protect backup data against virus and ransomware attacks.

**Perfect for the novice or first-time user:**

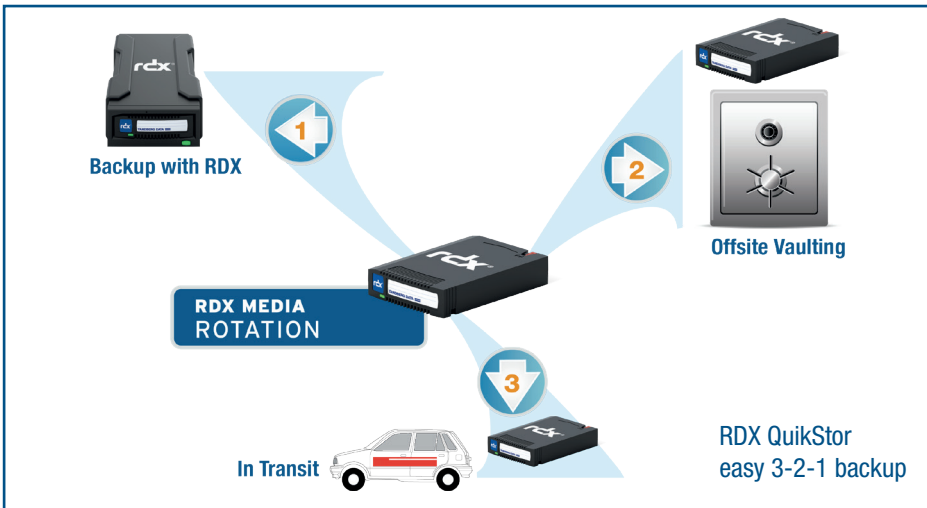
**Future proof:**

Full forward and backward compatibility to next generation media.

**Investment protection:**

No need to replace an entire drive. If you run out of capacity, simply buy a new piece of media for your existing drive.





Product features	RDX	Fixed external HD
<b>Ease Of Use</b>		
Setup in under five minutes	Yes	Yes
Media spanning for larger backup sets	Yes	No
Hassle free media rotation	Yes	No
Convenient media labelling and safe-keeping	Yes	No
<b>Portability</b>		
Ruggedized and shock-proof	Yes	No
Static resistance	Yes	No
Vibration resistance	Yes	No
<b>Data Protection</b>		
Designed for offsite storage	Yes	No
Easy backup rotation	Yes	No
256-bit hardware encryption*	Yes	No
WORM for regulatory archiving	Yes	No
Neglect-proof backups	Yes	No
Server and Workstation integratable	Yes	No

\* available for RDX SATA III drives

Awards	
Storage Magazine:	Disk Product of the Year
Tech World:	Backup Product of the Year
Personal Computer:	Recommended Award
PC Pro:	Recommended Award
IT Reviews:	Recommended Award
DatorMagazine:	Recommended Award
PCMagazine:	4 Stars
Coverage:	NY Times, CIO Today, CNBC, CNET Int'l Herald Tribune, Data Storage Today



Cost of ownership	RDX	Fixed external HD
Media durability	Longer media life	Shorter life (more frequent investment)
Scalability	Dynamically increase capacity (forward & backward compatible)	None
Upgrade	No reformatting, installation or other time-consuming activities	New hardware, new installation, reformatting
Daily backup rotation	No reformatting, installation or other time-consuming activities	Must connect new HW device
Warranty	Three-year advanced replacement service	One-year

Sales and support for Overland-Tandberg products and solutions are available in over 90 countries.  
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