

Upgrade Your Cybersecurity Efforts to Keep Pace with New Threats

Cyberattacks are growing increasingly advanced – and damaging – by the day. Are you confident that your data protection and recovery strategies will measure up?

You've heard of the 3-2-1 Rule as the industry standard for data back-up protocol, but recent shifts in cybercrime have demanded that this guideline be updated. With ransomware attacks more frequent than ever before, as well as the new focus on attacking back-ups, additional protection is essential.

Now your organization should abide by the 3-2-1-1-Q rule:

- **3** copies of data back-ups, including a production copy
- **2** different storage media options should be used at a minimum (such as cloud storage and a tape)
- **At least 1** copy should be kept off-site, in case of physical damage to your machines
- **At least 1** copy should be stored offline (or be immutable if stored in the cloud)
- Your backups should be tested on a **Quarterly** basis

Ensure the highest level of data recoverability and optimal protection from ransomware

While it's true that the 3-2-1 Rule has long been considered "enough," times are changing. The original rule is designed to save your production data; however, the new 3-2-1-1-Q Rule incorporates an extra back-up saving mechanism that could be the difference between recovery and disaster.

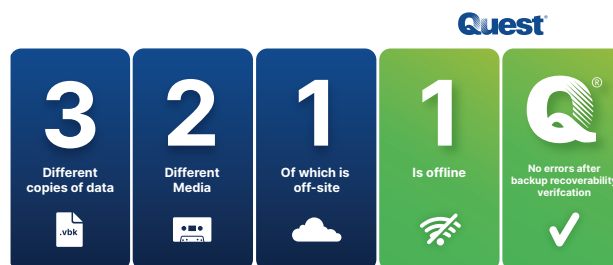
SCHEDULE A
CONVERSATION

With the 3-2-1-1-Q Rule, you can be confident that your organization has the best-possible change of recovering data, no matter what you're up against: physical damage, human error, or a cyberattack. It's the highest level of protection possible, and a necessity for ensuring that your organization will be able to get back to work as soon as possible.

Our Approach to the New 3-2-1-1-Q Rule

Quest is constantly updating our approach to cybersecurity services to deliver optimal protection to our clients, so you can always count on us to safeguard your organization from cybercrime. When the 3-2-1 Rule was the industry standard, it served as a foundational element of our cybersecurity services. Now, we've implemented the 3-2-1-1-Q Rule to provide even more security to our clients – including you.

You can always trust Quest to serve as your first line of defense against cybercrime, technical crises, and more. For more information about how we are incorporating the 3-2-1-1-Q Rule into our services and protocol, please contact us today.



How can we help?®

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