FRP 2- Jacklin Altman

   A business is only as effective as the data it relies on, and with threats lurking around every corner, protecting our company's data is crucial. Continuous Data Protection automatically stores and backs up all company data so that in the event of an error or disruption all information can be recovered instantly. CDP also allows access to prior forms of edited data, which safeguard against human error as well as mechanical or technological problems. In an age where data is everything, CDP allows our company to keep real-time tabs on customer and company transactions so that we have the most accurate, up-to-date information to benefit business intelligence and sales.

   Continuous Data Protection, CDP, is a storage system service in which data is backed up when any change is made to it. CDP automatically takes snapshots of data at every stage of alteration so the data can be restored to any of its prior forms at any time (FalconStor 1). In the event of a power failure, the company need not worry about data loss because the data will have been automatically backed up through every stage of its life. Additionally, if any of the company's systems become infected with a Trojan or a virus, a clean copy of almost any data could be recovered thanks to CDP (Rouse 1). Recovery time with CDP is mere seconds, as opposed to attempting manual data recovery or trying to replicate the lost/damaged data (FalconStor 1). Since information is stored both locally and offsite, it is protected against any human error as well as natural disasters and technological disruptions (Quest 1). CDP ensures that data is duplicated for safekeeping, and it allows recovery of old data that may have become corrupted.

   For our business to grow and stay profitable, CDP could be the storage solution we've been looking for. It could complement our existing data center, and it is relatively inexpensive to implement. 100 GB of storage (for a period of 3 years) will cost about $4,000 (SonicGaurd 1), a small price to pay for instant, accurate data recovery. Data would be stored locally for instant recovery and offsite so that there is duplicate information if a fire or natural disaster were to occur (Quest 1). The beauty of CDP is that it does not require any manual storage; everything is done automatically. Data drives business, and ensuring our customer data is constantly up to date means more effective analysis and real-time numbers that we can use to predict and bolster future sales. Additionally, data redundancy acts as a crucial safeguard. CDP protects against almost all forms of data disruption by making all data redundant and tracking it consistently throughout editing. It ensures that our company can use any data we gather to its fullest potential to benefit the company rather than letting constant errors bog it down.

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