

CLOUD STORAGE

V E R S U S

CLOUD BACKUP

WHAT IS THE DIFFERENCE?



CLOUD STORAGE

Meant for **storing, sharing and synchronising files** from different devices **in one centralised location** - the cloud.

Your data is **easily accessible and available anywhere**, as long as you have an internet connection.

Cloud storage offers team collaboration options, **file sharing, continuous synchronization** and accessing files from different locations and across devices.

The files in your cloud storage account are the ones that were automatically **synchronized** and the ones you **manually uploaded** to your account.

Your files are **very safe** in cloud storage. They are **encrypted** both on your device and in the cloud, ensuring high levels of security.

Cloud storage is designed to supplement your hard drive space. It is a great way to **store your files** and **share them** with other users.

Synchronisation is a cloud storage feature that lets you edit a file on one device and have that edit reflected on another device in **real-time**. It usually works through a sync folder on your hard drive.



CLOUD BACKUP

Meant for making **copies of your files** to ensure continuous backup **in case of necessary data recovery**.

Your data **isn't easily accessible** when you need it. It takes a while to recover it.

Cloud backup **automatically backs up your files**, data, servers, applications and anything else you want from your computer.

The majority of cloud backup providers offer **full backups of everything** on your computer, apart from the operating system. You cannot manually upload things to your backup.

Your backed up data is **kept in a safe** place, waiting for a time when recovery might be needed. Encryption is possible with some providers.

Cloud backup is a great way to make sure **all your data is protected from being lost** in case your computer is stolen, broken or lost.

Cloud backup services **run when scheduled**, to ensure that files are replicated and that changes are backed up in due time. They don't backup changes in real-time.

WHICH OPTION SHOULD YOU CHOOSE?

The answer to that depends on your needs. Choose cloud storage if you want to store, synchronize and share your files. Choose cloud backup if you want to have disaster-recovery options.

