



# Google Cloud Backup Essentials

Storing some or all of your compute and storage resources to a cloud backup comes with a lot of advantages, such as lower capital outlay, unlimited scalability, and operational agility. Follow these backup essentials when using Google Cloud so that your organization sees those benefits now and in the future.

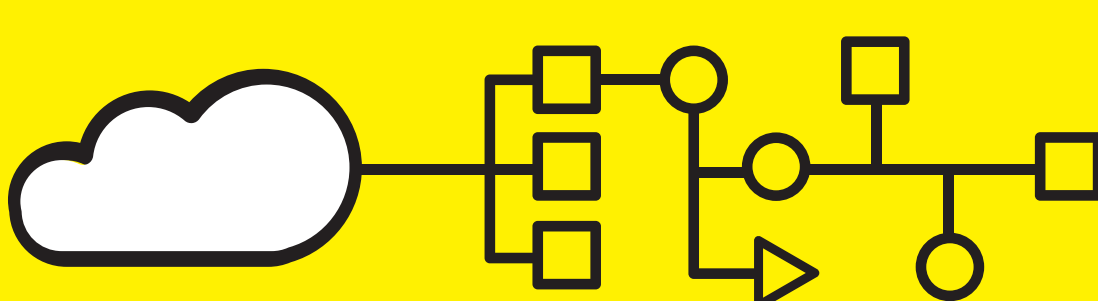
## Know Your Risks



### Shared Responsibility

Google Cloud is responsible for its data centers, servers, operating systems, and virtualization layer. Your organization is responsible for everything you deploy in the cloud.

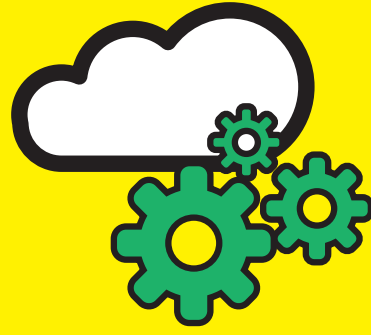
 **You're responsible for your apps, accounts, settings, and data.**



### Cloud Infrastructure

Google is responsible for its infrastructure, but it's pretty low on the risk scale for you. Google estimates that there is just a 0.000000001% chance that you could lose data permanently due to a problem with its infrastructure.

### Cloud Configuration



You do need to set up and configure your cloud resources correctly so that your data won't be at risk of loss, exposure, theft, or ransomware.



### On-Premises

Your data could be at risk if there are problems with your on-premise network, encryption keys, or employees mistakenly clicking a phishing link.



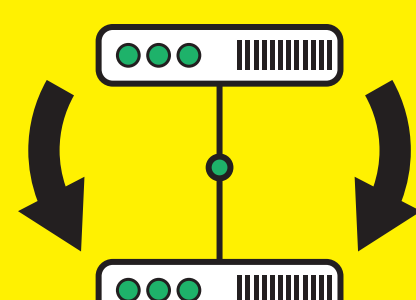
### Accidents

Your data can be at risk from user error, script error, or misconfigured Google Cloud process or settings.

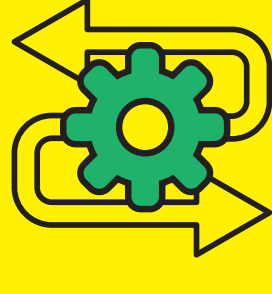
## Make Your Data Robust and Resilient

### High Availability


Your data needs to be available even with a cloud resource failure. You'll want high availability (data stored in a dual-regional or multi-regional bucket locations) that is geo-redundant (data is replicated in at least two geographic areas that are separated by at least 100 miles or 160 kilometers).



### Backup and Recovery Plan



Set your recovery time objective (how long it's acceptable to be offline) and recovery point objective (how long it's acceptable for data to be temporarily lost).

 **The faster you want your data storage to recover, the more expensive it is to store the data.**

### Back Up Google Cloud Data with Veeam

You need a flexible third-party partner that offers native snapshots, cost management, multi-level data recovery, full automation, cross-project and cross-region isolation, and unlimited data portability.

Google Cloud

## Follow Best Practices



### Back Up Automatically

Instant peace of mind comes with backing up data automatically.



### Encrypt Data

Encrypt in-transit data so no unauthorized user can snoop on your data.



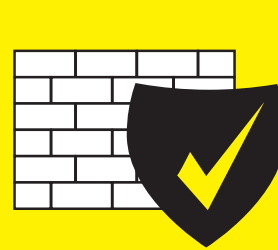
### Create Redundant Backups

The only thing better than one backup copy is two or more backup copies.



### Watch Your Backup Costs

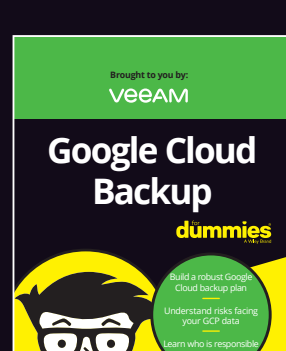
Have the option to back up to low-cost object storage to minimize your costs.



### Use a Firewall

Set up a firewall with rules that allow legitimate traffic and deny unauthorized or unknown traffic.

 **Veeam Backup for Google Cloud offers flexibility to mobilize your data and protect it wherever your organization needs.**



To learn more about backing up and the recovery of your data in Google Cloud, try [Google Cloud Backup For Dummies, Veeam Special Edition](#).

[READ THE E-BOOK](#)

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