

## **Azure Backup - Simple and reliable cloud integrated backup as a service**

Azure Backup is a simple and cost-effective backup-as-a-service solution that extends tried-and-trusted tools on-premises with rich and powerful tools in the cloud. It delivers protection for customers' data no matter where it resides: in the enterprise data center, in remote and branch offices, or in the public cloud; while being sensitive to the unique requirements these scenarios pose. Azure Backup, now in a seamless portal experience with Azure Site Recovery, offers minimal maintenance and cost-efficiency, consistent tools for off-site backups and operational recovery, and unified application availability and data protection.

- Unified solution to protect data on-premises and in the cloud
- 99.9% availability guaranteed
- Reliable offsite backup target
  
- Efficient incremental backups
- Secure—data is encrypted in transit and at rest
- Geo-replicated backup store