

# EXTERNAL HARD DRIVE

VERSUS

# CLOUD STORAGE

COMPARING THE TWO MOST POPULAR OPTIONS FOR BACKING UP YOUR DATA

Koofr recommends: Choosing any form of backup is immensely better than having no backup.



Initial backups can be slow due to huge amounts of files or slow internet connection. It will take about 1,5 h to transfer 64 GB with a 100 Mbit/s connection.



**SPEED**

With USB 3.0 technology, data transfer is really fast. You can transfer 64 GB of data in less than 3 minutes.

Your data is stored on multiple servers and thus very safe.



**SAFETY**

Disks commonly break down resulting in data losses.

Your files are encrypted both on your device and on the cloud service ensuring high security levels.



**ENCRYPTION**

You have to make sure your files get encrypted yourself. You have a big proportion of responsibility for the security of your files.

You can easily share your files with anybody, as long as you have an internet connection.



**SHARING**

You can carry it anywhere and have your files handy to share with whomever you want, as long as there is a device to plug it in.

You can start small and upgrade anytime you run out of space.



**FLEXIBILITY**

You cannot upgrade once you run out of space.

You have to pay a subscription.



**COST**

Once you buy it, it's yours.

You can set up automatic backups from all of your devices and be carefree.



**BACKUP**

Your drive needs to be connected to your device all the time if you want regular backups.

You can set up automatic synchronization.



**SYNC**

You cannot automatically synchronise your data.

## WHICH OPTION SHOULD YOU CHOOSE?

If you have to pick one, go for an online backup service. But, the good news is, you don't have to pick just one. It is recommended you back up on an external hard drive and use the cloud backup service as an additional backup layer.

