Backblaze

Backblaze Launches Automatic Data Replication to Double Business Data Resilience

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New Cloud Replication service supports enterprises' expanding needs for risk management compliance, data residency and redundancy, and more

SAN MATEO, Calif., June 07, 2022 (GLOBE NEWSWIRE) -- Backblaze, Inc. (Nasdaq: BLZE), the leading independent storage cloud platform, today announced general availability of Cloud Replication—a new service that automatically stores data to different cloud locations. Customers want to replicate data to support evolving compliance needs, bring data closer to their customers and staff, or to enhance data durability. Backblaze makes all of this easy with Cloud Replication. New and existing customers can use it immediately by clicking on Cloud Replication within their Backblaze accounts.

Previously, this service was only available in expensive, complicated offerings from traditional cloud vendors. Backblaze is democratizing replication by providing the same tools and performance in a manner that won't burden IT teams or break budgets.

"Storing copies of data to multiple cloud locations will be the 'new normal'—we're already seeing leading-edge companies doing it," **said Gleb Budman, Co-founder and CEO of Backblaze.** "We're excited to serve this emerging need among businesses of all sizes **as the first independent cloud provider** to launch Cloud Replication outside the walled gardens of legacy, monolithic providers."

An Emerging Need

As businesses evolve beyond storing data on-premises, traditional 3-2-1 data protection strategies (three copies of data, on two types of storage media, with one copy off-site) need to evolve with them. **Backblaze's Cloud Replication helps businesses apply the principles of 3-2-1 within a cloud-first or cloud-dominant infrastructure.** By storing to multiple regions and/or multiple buckets in the same region, businesses virtually achieve an "off-site" backup—easily and automatically protecting data from natural disaster, political instability, or even run-of-the-mill compliance headaches.

State and local governments, educational institutions, and industries including finance and media increasingly see data redundancy in the cloud as a must-have for their backup and recovery plans. Cloud Replication was developed to meet that growing demand. It also supports use cases including faster access for globally-dispersed teams, and easier data management for developers or TechOps staff engaging in testing, deployment, or version control.

Available Today
As of 10 a.m. PST, June 7th, **Cloud Replication** will be generally available and extremely easy to use—customers can get started in three steps in the Backblaze web portal or using the Backblaze B2 Native API. The company shared in-depth feature descriptions and links to documentation and quickstarts on their [blog](#).

About Backblaze

Backblaze makes it astonishingly easy to store, use, and protect data. The Backblaze Storage Cloud provides a foundation for businesses, developers, IT professionals, and individuals to build applications, host content, manage media, back up and archive data, and more. With over two billion gigabytes of data storage under management, the company currently works with more than 500,000 customers in over 175 countries. Founded in 2007, the company is based in San Mateo, CA. For more information, please go to www.backblaze.com.

Press Contact:
Patrick Thomas
Head of Publishing, Backblaze
(patrick@backblaze.com)