



## Why are we pushing so hard on using the Cloud for your data services?

By David Young, CEO of United Public Safety®

We use a commercial bank to store and manage our funds instead of a mattress. Mattresses and wall safes were a sure bet in the last century. Today, there are surely those people that find the comfort of keeping their money under that proverbial mattress. Most of us however would rather depend on a bank to safely store and manage our money.

Data safety and security is virtually no different. The internet is filled with horror stories about the failure of internal systems that could not possibly fail but failed anyway. From natural disasters to criminal enterprise, there are simply too many ways to describe the number of failure modes. From disgruntled employees to massive hurricanes, the modes of failure are incalculable.

It is no coincidence that our federal government is turning to public data centers operated by companies like Microsoft®, Apple® and Google®. The reason is simple and obvious; our government clearly understands that those companies know more about secure computing and storage than they do.

The intricacies related to modern computing and storage improves each day. Keeping up with those complexities and vulnerabilities is simply beyond the capabilities of even the largest institutions.

**Next time you are faced with a decision to employ private servers versus the Cloud; ask yourself a few questions.**

Are your servers updating for the virus du jour every moment of every day?

Is your data center guarded 24/7/365 by security specialists?

Is the weather forecaster sure that the next natural disaster is going to avoid your data center(s)?

Is the next hard drive failure going to replace itself?

Is that infallible battery backup going to prove its fallibility?

Is your data held and backed up in multiple geographical locations?

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Are private servers of any use? Of course they are. We backup our Microsoft® Azure Cloud every hour of every day. And it will continue to allow us to sleep better knowing our servers can fail regularly without costing us a wink of sleep.

Ask your software supplier the name of his Cloud provider. If you don't instantly recognize the name, change providers because you're being sold a bill of goods.

Yes, we pay a premium for our SaaS Cloud provider and we sleep better because of it.

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#### **ABOUT UNITED PUBLIC SAFETY**

UPsafety is a Horsham, PA based technology company providing efficient and affordable parking and public safety solutions, with a concentrated focus on Ticketing, Permitting and e-Citation solutions for municipalities, universities, hospitals, properties, and corporations. For more information, visit [www.upsafety.net](http://www.upsafety.net)