Rewind Backups

There's no undo button for lost sales.

Back up and restore all the vital information your store relies on

"But it's in the cloud, so why would I need a backup?"

It's the question we get over and over again. Everybody assumes that everything we do online gets saved to the cloud. Here's the thing: online software applications like Shopify or BigCommerce *do* save your data, but there are big caveats. Unless you understand the nuances, the impact on your business can be dramatic.

The Limitations of Online Software

Today there are tens of thousands of Software-as-a-Service (SaaS) tools that do many different things, but it's important to understand that you don't own the software, you rent it. You also don't own the servers the data is stored on, you rent access to it.

This means all the data that you rely on to run your business is your responsibility to protect in case something goes wrong. It's standard practice in cloud computing. It's usually called the Shared Responsibility Model.

On-premise	IaaS (Infrastructure-as-a-Service)	PaaS (Platform-as-a-Service)	SaaS (Software-as-a-Service)
User Access/Identity	User Access/Identity	User Access/Identity	User Access/Identity
Data	Data	Data	Data
Application	Application	Application	**Application**
Guest OS	Guest OS	**Guest OS**	**Guest OS**
Virtualization	**Virtualization**	**Virtualization**	**Virtualization**
Network	**Network**	**Network**	**Network**
Infrastructure	**Infrastructure**	**Infrastructure**	**Infrastructure**
Physical	**Physical**	**Physical**	**Physical**

● **Customer Responsibility** ● **Cloud Service Provider Responsibility**

On-premise data storage (think of giant server rooms) is what companies relied upon pre-internet. IaaS and PaaS tools are big players like Amazon Web Service or Microsoft Azure. Notice data and user access/security are the customer's responsibility across the board.

According to a report by Oracle and KPMG, **49%** of organizations who participated in the study blamed confusion around the Shared Responsibility Model for data loss.

A survey conducted by Rewind found that 40% of SaaS users have lost data.

A Field of Haystacks

It's important to understand that ecommerce tools like Shopify and BigCommerce do store a version of your data. It's just not a version that can be quickly or easily restored. It's mixed in with every other SaaS user on giant servers. Finding your data would be like looking for the proverbial needle in a field of haystacks.

Check out Shopify's Terms of Service. All the parts of your store that are vital for generating sales, are your responsibility. Stop for a minute and imagine losing all that. Product images, descriptions, themes and more. Even if you have some of it saved in other formats, think of the time and energy it would take to re-input it all. And according to our 2020 Data Protection Survey, the most significant impact of lost data is an immediate drop in sales.

> " You don't have to sit there and say 'we're losing money because of this.' You know that Rewind's got your back."
>
> **Nick Lococo, General Manager, RX Smart Gear**

79% of Rewind survey respondents agreed that losing site content would significantly affect their business.

Worst impacts were time wasted **(34%)**, lost sales and revenues **(33%)**, and damage to reputation/unhappy customers **(7.5%)**.

Losing Data—It's Easier Than You Think

Third-party integrations. Most apps are installed without any issues. But there are many which don't play nice with your store. Sometimes they override other apps, sometimes they leave snippets of legacy code that can break your store. When this happens it can bring operations and sales to a grinding halt, while you try to locate the issue.

Bad CSV files. Many shop owners use CSV files to back up site data by exporting it to Excel files or to import bulk changes from Excel files to the store. Not only is this hugely time-consuming, but it can also result in catastrophe if the CSV files become corrupt.

Human error. Mistakes happen. It can mean days or even weeks of work for you and your staff to recover from an innocent slip-up. That's time you could be spending building your business.

Malicious attacks. This can be ransomware, or unhappy employees creating havoc with your website, crippling your operation with a few keystrokes. In the time it takes you to fix the break and re-enter the data, your customers will go somewhere else to spend their money. Some may be gone forever.

> **46%** of people using mobile devices to shop say they would never purchase from a brand if they have an interruptive mobile experience

> **25%** of online shoppers abandon a web page if it takes longer than 4 seconds to load

"

If something went wrong, it would have been so many hours of work down the drain... It would be nearly impossible to restore this investment without Rewind."

Chris Gryg, Founder of Electric Kicks

"

I had someone who was assisting me with backend theme work. After two days I noticed the layout had errors, my apps weren't working and my SEO score dropped by half. I set it back to back to normal with Rewind. Thank you Rewind, best money I've invested in my shop so far!!

Rewind Customer Survey Respondent

Whisker Seeker

Matt Davis is the founder of Whisker Seeker, the largest catfishing equipment manufacturer in North America. Although the brand is in over 400 retail locations, nearly 80% of Whisker Seeker's sales happen online, direct to consumers.

A few years ago, three days before Black Friday, while trying to bulk-upload changes using CSV files, they accidentally wiped out their entire catalogue. Every product, every SKU, and every photo was permanently deleted from the store. With no backup. With Black Friday coming up fast, they got the awful news that their platform provider couldn't help them at all.

Davis estimates the company usually clears $120,000 in revenue on Black Friday, their highest-grossing day of the year. He and the team worked around the clock for the next 70 hours reshooting and re-uploading multiple product images for over 100 SKUs. The team managed to manually restore everything in time for Black Friday, but they had lost critical time usually spent on logistics prep. That caused headaches in shipping and delivery in the days that followed. A few weeks later, Davis discovered Rewind. He instantly decided to install it.

> " If I had known ecommerce platforms do not provide full backups and can't restore your site, I would have been using Rewind from day one…It was the biggest nightmare of my life! I literally thought I was going to have a heart attack.
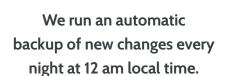>
> **Matt Davis, Whisker Seeker**

How Rewind Works

How Rewind Backs Up Your Store

There are three ways Rewind works to make sure your online store is always backed up.

We run an automatic backup of new changes every night at 12 am local time.

We run real-time, automatic backups while you work on your store.

We offer you the ability to launch a manual backup whenever you need it.

"

This app is worth its weight in gold. I've used it multiple times in the last couple months to clean up some unintentional mistakes with the theme/files in my store, caused from experiments with the design. If I'd had to pay a coder to repair my store after each coding misfortune, I'd have needed a war chest.

Rewind Customer Survey Respondent

Ways to Restore Your Data

Rewind Backups can recover lost data in just a few clicks, protecting you from unexpected downtime and lost sales:

Restore a single item through the Vault (without losing any subsequent work).

Restore a group of items through the Account Rewind tab.

Restore an entire account through the Account Rewind tab.

> " Rewind was the first place I went after accidentally deleting an entire blog. Rewind saved me in a major way and I'm so grateful!
>
> **Rewind Customer Survey Respondent**

What Does Rewind Back Up?

✓ Products and images

✓ Customers and orders

✓ Pages

✓ Themes

✓ Menu navigation

✓ Inventory

✓ Price lists

✓ Blog posts

Security and Support You Can Trust

Security is at the core of what we do. Our top priority is to provide a reliable, secure, and transparent service.

- Secure Amazon Web Services (AWS) storage with AES-256 bit encryption.

- Continuous monitoring for security concerns using 3rd-party audits, AWS monitoring tools, and 3rd-party scanning tools.

- All access credentials are stored encrypted in a vault out-of-band from the service itself and any build or deploy systems we use.

- Platform access tokens are encrypted twice.

Click here for a complete list of security measures

> " This app saved our life. One of our developers maliciously deleted all our products (3000+). Rewind responded in minutes and [had] a backup of our products. You won a customer for life!
>
> **Rewind Customer Survey Respondent**

Customer Support

The Rewind support team is available to help:

- **Monday – Friday**
  9am–12am EST

- **Saturday – Sunday**
  10am–8pm EST

Live chat: available in-app
Email: help@rewind.io

Enterprise Priority Support:
1-855-5-REWIND

Get Started

Sign up for a 7-day free trial on app.rewind.io and start protecting your clients' business-critical data. Rewind is available for Shopify, ShopifyPlus, BigCommerce, QuickBooks Online, GitHub, Trello, and more.

Find the status of the Rewind service as well as reports of past incidents here: status.rewind.com

Email sales@rewind.io
for pricing and demos.

Join the 80,000+ organizations who trust Rewind to protect their cloud data.

Contact Us

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