

LOS ANGELES, Dec. 31, 2013 /PRNewswire/ -- [IDrive](#) Inc., online backup and cloud storage provider, is advocating complete data protection as the new year commences. The cloud service is emphasizing the importance of secure online backup strategies in order to ensure the protection of business critical data as well as essential personal data.

"Protecting important files and critical data is imperative in the current state of ever-changing technology," says Raghu Kulkarni, CEO of IDrive. "Whether you're securing business data, complying with government regulations, or protecting family photos, using an online backup service can provide an easy and cost-efficient strategy to prevent data loss."

IDrive offers a variety of services designed to backup, store, and sync data to the cloud. There are options for personal users as well as business specific strategies. Plans are flexible to accommodate the type and amount of data specific to each situation. All plans utilize encryption to secure data and users can also opt for an NSA-proof private key for heightened security.

"Data is growing quickly at a consistent speed and that trend is only going to continue," adds Kulkarni. "If you have unprotected data, the smartest thing you can do for yourself this year is implement an online backup strategy for insurance. Data malfunctions can happen when you least expect them and having a backup can save you a lot of time, money, and frustration. Fires, floods, and hard drive failures often occur at the most inopportune times. You never want to leave critical files vulnerable to such disasters."

[IDrive plans](#) start at \$25/year for a limited time and are available for personal or business users.

About IDrive

Written by Australian Business

[IDrive](#) Inc. is a privately held company specializing in cloud storage, [online backup](#), file sharing, remote access, compliance, sync and related technologies. Core services include [IDrive®](#)

,
[IDriveSync](#)

,
[IBackup®](#)

,
[RemotePC™](#)

and

[EVS](#)

for developers. The company's services help over 2 million customers back up over 45 Petabytes of data.

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