



Peace of mind?

*Don't risk your
critical data and
start backing up!*

Table of contents

1. Who are keepITsafe	2. What is online backup?
3. Is online backup for you?	4. How does keepITsafe work?
5. It's all about the restore	6. Cost of ownership
7. Benefits of keepITsafe	8. Expectations of a customer
9. Managed and Monitored	10. Help - I need a restore
11. Proactive Management	12. How do I know my data is safe?
13. Where are your datacentres?	14. Data Compliance

Who are keepITsafe?

keepITsafe are Ireland's largest online backup provider and have more than 1,500 clients and 150 partners on their books. The company was formed in 2003 with a passion to eliminate the headache and burden of backup for their customers. The success of the company stems from its fully managed and fully monitored service along with its investment in key infrastructure in two of Ireland's leading datacentres – Digiweb and Data Electronics. Working with customers to make sure that their backups are flawless and data can be restored from any location is key to keepITsafe's credibility in the IT space. keepITsafe continue to push the boundaries of backup and to educate business owners in the areas of online backup and the legalities associated with the data protection act. Data loss has detrimental effects on businesses, what keepITsafe can guarantee is that you will never lose a file again by using their solution.

<http://www.keepitsafe.ie> or www.onlinebackup.ie

[Back to top](#)

WHEN LOSING DATA IS NOT AN OPTION.



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What is online backup?

Online backup offers an alternative to tape, CD/DVD or USB backup solutions as a means of backing up. Online backup is the process by which software runs on your system and transfers all encrypted files over the Internet to secure datacentres. There is no capital investment and your files are available for restore at the click of a button.

Is online backup for you?

The answer is yes. Businesses cannot afford to have their data exposed to human error, theft, power surges or file corruption. keepITsafe's online backup gives businesses peace of mind that their data is secure in an offsite location 24/7. In a nutshell the solution is cost effective and reliable and can give tangible benefits within a few hours of usage.

Eliminate the cost associated with tape – staff time, purchasing tapes every 6 months and the initial hardware investment. keepITsafe's packages are tailor made to suit customers requirements. keepITsafe can automatically backup files, exchange email, SQL databases and all software packages that are used in businesses. keepITsafe removes the hassle and worry of protecting your data.

[Back to top](#)

How does keepITsafe work?

keepITsafe's online backup is a unique online service that allows you to back up and instantly restore all data and files held on your system. It continuously backs up your data via the internet and stores it securely off-site in multiple data centres. This gives your data the VIP treatment it deserves and is also available for recovery 24/7. All installations are performed by experienced engineers and backups are monitored 7 days a week, with proactive issue resolution.

Once the online backup solution is set up data is automatically compressed, encrypted and securely transferred to keepITsafe's primary data centre in Dublin. keepITsafe only transmits the data that has changed since the prior backup. This means backups are lightning fast.



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On a daily basis company data automatically synchronizes with the keepITsafe data centre and is also continuously mirrored to a secondary data centre. This process gives companies the assurance that all their data is stored safely. All deleted and old file versions are stored by keepITsafe. This period can be customized but each package includes a month's worth of backups plus the 1st day of the month for the last 3 months. Included in each package are regular health checks to insure that the information being backed up is up to date. Test restores are also performed during this health check.

[Back to top](#)

It's all about the restore

The single most important aspect of any backup method is the ability to restore your files in the event of a server crash or simple file deletion. keepITsafe can give you the guarantee that all files lost or stolen can be restored. That is by far the differentiating factor when comparing online backup to traditional tape methods.

[Back to top](#)

Can I calculate the cost of ownership?

The points below were compiled to make customers understand the cost of ownership involved with an online backup solution

- Less cost than most businesses pay to do it themselves
- Tape backup – cost of hardware and software, removal of tapes, replacement of tapes, ongoing maintenance fees.
- Loss of productivity due to failed restore and retrieving tapes
- keepITsafe online backup can offer an overall cost of ownership plus a guaranteed scheduled backup that WILL NOT FAIL
- Never lose a file again with keepITsafe online backup
- Convenient, cost effective, reliable solution for your business

[Back to top](#)



Peace of mind?

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Can you list the top benefits of online backup?

- Ability to back up open, changing databases and files
- Rapid online recovery of current and historic files
- Web management portal for service Management
- Fully managed service, with professional monitoring and proactive problem resolution
- Resilient connections to help protect against data loss in the event of Internet disruptions
- Password protection, digital certificates, AES encryption technology.
- Physical media shipment (network attached storage) for larger restores
- NEVER LOSE A FILE AGAIN

[Back to top](#)

What can I expect as a customer

As part of keepITsafe's managed service the customer can expect the following

- An Engineer will be sent out on site to configure the backup. What this means is all databases and files on your server are identified for backup and the software is configured.
- Once the backup is setup to run the customer will never have to worry about losing a file again. keepITsafe will run in the background with no need for customer intervention.
- All relevant software vendors are contacted to make sure their backups are dealt with within keepITsafe. For example, Sage and Exchequer. This gives the customer total cover as it is documented from their vendors how to back up their software.
- keepITsafe will supply the customer with a detailed excel spreadsheet of all folders being backed up.
- Monitor, Monitor, Monitor. keepITsafe's team analyzes each backup report particularly looking for irregularities. The proactive nature of keepITsafe.
- If the internet goes down or there is a power surge this will be flagged to keepITsafe as soon as it has happened. The customer is then contacted immediately if the backup failed.

[Back to top](#)

WHEN LOSING DATA IS NOT AN OPTION.



Peace of mind?

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Why is managed and monitored so important?

This area is extremely important to you the customer. Many online backup providers do not proactively manage or monitor backups eg they set the software up and you the customer need to manage and monitor it. This creates many difficulties as your time is spent going about your daily tasks and may forget to check that your backups went through accordingly. The value of your online backup being a fully managed and fully monitored service is second to none. To date keepITsafe are the only service provider in Ireland that offer a guaranteed fully managed and fully monitored service.

[Back to top](#)

I need a restore – what happens?

The restore is the most crucial part of any backup method. Online backup has a distinct advantage over traditional tape backup methods as it has the ability to restore files within seconds – making sure that businesses experience zero down time and zero loss of data.

The process is as follows

- A customer calls the offices of keepITsafe to say they have lost a file due to deletion or corruption.
- keepITsafe will identify the date and time of file deleted and restore the file to the most recent backup taken.
- Typical file restore takes approximately 5 minutes.
- On the other spectrum a company suffers a full server crash. keepITsafe will take a removable drive from their data centre and drop it out to the customer site. All data is restored as of the last backup taken.

“After a power cut in our operation in Bratislava all data was restored as if nothing had happened! keepITsafe backup our Irish and European offices. It was critical for CPL to choose the right backup system with millions of sensitive files located on our servers. keepITsafe was the obvious option for us as it could secure our global network from one location” Keith O'Connor, Network Manager CPL.

[Back to top](#)



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Give me an example of proactive management

- If more than 10% of the total files on your server are deleted it is flagged to the keepITsafe team as suspicious or unusual. The company is contacted immediately with a list of all files deleted.
- If there is a large amount of video or music files downloaded and saved, again this is flagged to management as unusual.
- keepITsafe will give each customer a proactive online backup solution
- The critical task of PC and server backup can be an expensive and challenging undertaking for both small and large businesses. Loss of data can result in irreversible damage, such as lost revenue and productivity, and can also effect the entire organisation. Critical company data can vanish within seconds if a backup strategy is not implemented. Online backup can give management peace of mind and full security that their data is backed up 24/7.
- The keepITsafe, online backup solution, is cost effective, and makes the backup process simple, automatic and secure. From home offices and small businesses up to large corporations, keepITsafe has the solution for you.

[Back to top](#)

How do I know my data is safe?

128-bit SSL encryption – Safely secures your data during transport.

256-bit AES encryption – Safely secures your data on keepITsafe's servers.

Private encryption key option – Manage your own private key to encrypt your data.

Near Continuous Data Protection – keepITsafe can automatically detect and back up new and changed files up to every 2 hours.

Off-Site Protection – All data is stored off-site in keepITsafe's multiple secure data vault to protect against disaster.

Insurance – Benefit from the keepITsafe €1,000,000 data protection guarantee and potentially cheaper business insurance.

[Back to top](#)



Peace of mind?

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Where are the datacentres located?

keepITsafe's datacentres are located in Ireland –The Digiweb datacentre and Data Electronics. The reason for this is twofold. Firstly from a legal data protection point of view, the data protection act states that Irish company data should be backed up off-site and kept **within Ireland**. Secondly from a customer perspective point of view it is much more beneficial to you if your data is stored locally – think about the restore time. If there is a case of a full server crash the restore can be shipped out with a hard drive immediately. If your data is being stored in a datacentre overseas how is it feasibly possible to get your data back to you in record speed?

[Back to top](#)

Data compliance - your obligations

Legal compliance is an aspect that cannot be overlooked by management when installing an IT system and putting in place a back-up solution. All management has a legal obligation to comply with relevant legislation and install the necessary procedures, policy and monitoring to ensure compliance.

[Back to top](#)

What is data protection?

It is the safeguarding of the privacy rights of individuals in relation to the processing of personal data. The Data Protection Acts, 1988 and 2003 confer rights on individuals as well as responsibilities on those persons processing personal data.

The consequences of non-compliance

1. Inspection by the data protection commissioner
2. Public naming of persons convicted
3. Conviction with a fine of up to €100,000
4. Susceptible to:
 - Client data loss in event of a disaster such as server failure, water damage or fire
 - Confidential data disclosure because of staff or non-secure procedures
 - Accusations of negligence around data protection.

[Back to top](#)

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Online Backup for Business



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keepITsafe in the news...

keepITsafe profiled in Irish Computer – [click here](#)

Smart Company – [click here](#)

Techcentral.ie speak about Landmark deal – [click here](#)

Knowledge Ireland review keepITsafe and Relate – [click here](#)

keepITsafe featured in Sunday Business Post – [click here](#)

keepITsafe ranked in the top 25 online backup companies in the world – [click here](#)

Computers in Business – Who's minding the storage solution – [click here](#)

Business Plus speaks to business leaders about recession – [click here](#)

ComputerScope speak to Eoin Blacklock regarding online backup deal – [click here](#)

John Kennedy features keepITsafe on siliconrepublic.com – [click here](#)

Darragh Canavan covered in the Sunday Times – [click here](#)

Eoin Blacklock featured in the Irish Times – [click here](#)

For more information on any of the above please contacted our offices on
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If you have a few minutes have a look at what our customers have to say – [click here](#)

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