

# Data Backup and Disaster Recovery Planning implementing an automated, reliable service



## Data Protection Needs

- Disaster Recovery Planning
- Implementing data protection in a way that does not interfere with the core business
- Daily backup of business-critical data
- Fast, easy point-and-click restore process
- 24/7 data availability

Equity Financial Services was concerned about losing their data and wanted to implement a disaster recovery plan suitable for a smaller business.

**THE CHALLENGE: to find an easy and economical backup for a small financial services firm.**

**Company Profile.** Equity Financial Services provides business owners with an integrated approach to payroll, record keeping, tax preparation, retirement planning and advisory services. The firm is located in Charlottesville, Virginia, and strives to provide timely, high-quality financial information to their customers.

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*Paden Waldruff  
Equity Financial Services*

## The NetMass Solution

“Our data is our livelihood,” said Paden Waldruff, president of Equity Financial Services (EFS). “The top priority in our disaster recovery plan was locating a partner that would securely and reliably maintain daily offsite backups of our critical files.”

EFS contacted NetMass to learn more about offsite data protection. At the recommendation of NetMass, EFS installed SystemSafe online backup on their Windows PCs. SystemSafe combines backup software and offsite storage in one solution. After selecting which files to back up and at what time, the backup process became automatic.

EFS had the opportunity to test out the dependability of SystemSafe when a collapse of their internal company network rendered their data unusable. The company’s IT consultant opened the SystemSafe software to begin the data recovery process, retrieved the data via the internet, and in no time EFS was back on track. The data files were restored to normal just minutes after the network collapse.

Although the cause of the problem remains unknown, EFS learned a valuable lesson. They are now much more careful with their data and have a series of processes in place to ensure they are protected from the many risks that exist in an IT environment.

“Our data had been perfectly preserved by SystemSafe, and our clients did not experience a break in service delivery,” said Waldruff. “We now have piece of mind knowing that our most valuable asset is protected, so we are free to focus our efforts on serving our clients. I wouldn’t dream of ending a day without a SystemSafe backup.”

*SystemSafe combines backup software and offsite storage in an easy to deploy backup service. The SystemSafe software allows users to select which files they need to back up, then compresses these files and encrypts them before sending them offsite. On a daily schedule, user data is sent over the internet to the NetMass data center facilities, which are located in highly secure environments, with hot fail-over and offer exceptional business continuity.*