

## Reliable, Cost-Effective Data Protection for mission-critical files and information



### Data Protection Needs

- A cost-effective backup solution designed for a small business environment
- Daily offsite backup of critical files and data
- Simple to install and operate
- Easy, straightforward restore process
- Peace of mind that data is safe and secure

In July, Patricia Dowd felt the need to protect her firm's library of information stored on her three-year-old computer system.

**THE CHALLENGE: to find a reliable backup system that is easy and cost-effective for a small company to operate.**

**Company Profile.** PDI Search, Inc. is a California-based firm, specializing in direct/database marketing, customer relationship management (CRM), and business intelligence strategies. Founded in 1992 by Patricia Dowd, PDI Search services a range of client needs for executive recruitment through a powerful database which holds information collected over 16 years.

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*Patricia Dowd  
PDI Search, Inc.*

### The NetMass Solution

"I knew that it was only a matter of time before a computer might unexpectedly crash," said Patricia Dowd. "And NetMass provided a solution to this problem at a reasonable cost."

Dowd needed to protect 16 years worth of information stored by her firm. After researching her backup options, Dowd selected the easy-to-install SystemSafe online backup service from NetMass.

SystemSafe is backup software and offsite storage combined 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.

"The setup was simple," says Dowd. "I usually need assistance when installing applications to my company network, but the NetMass solution was simple enough to install myself without needing to ask anyone for help."

Dowd's choice served her well just six months later. In January during a reinstallation of her network operating systems, she was suddenly unable to access the company database. "NetMass came to the rescue, flawlessly and in record time," said Dowd. "I was mightily relieved when SystemSafe performed as advertised and restored my data – had it not been successful, I would have lost 16 years worth of information."

*What is the greatest benefit to SystemSafe?* "Peace of mind," Dowd explained. "It is the ultimate benefit, knowing that no matter what happens with my computers, my business is safe. Considering what could have happened if I had lost my data, I'm glad I chose NetMass to protect my business."