

Case Study

Storage Strategies NOW

www.ssg-now.com

“After experiencing how easy it was to recover my files from KineticD™, I would never use anyone else!”



Jim Bagely
Senior Analyst and Business
Development Consultant, SSG-NOW

Location

Austin, Texas

Industry

Storage Solutions
Analyst

Challenges

Finding a storage solution to back up versions of their corporate data continuously and automatically, both in the office and on the road

Solution

KineticCloud™ Backup

Benefits

KineticD™ continuously backs up the latest version of every file, while also archiving older versions, ensuring that SSG-NOW's employees are protected in case of hard drive failure or human error, such as accidental deletion

Overview

Storage Strategies NOW (SSG-NOW), founded in 2007 by Deni Connor, is an industry analyst firm offering written publications and analysis for IT users, business and technology leaders. The documents produced by SSG-NOW provide an overview of the technology market, opinions and reviews of the market, information on vendors, and predictions about future trends. SSG-NOW pride themselves on giving customers straightforward, simple, and easy to understand information that can be immediately understood by their end-users. SSG-NOW focuses on the analysis of realistic storage solutions to provide their clients with timely information so they can make informed decisions.

The Technology Partner Solution

Working in such a time sensitive business, SSG-NOW needed to ensure that their documents were backed up at all times in case of computer failure. Additionally, since the nature of the business calls for continual creation of reports and documents, SSG-NOW required a solution that would provide versioning as a key feature. KineticCloud™ Backup now ensures that all employee files at SSG-NOW are kept safe.

Business Benefits

KineticCloud™ Backup provides SSG-NOW staff with versioning restore and Continuous Data Protection, assuring files are continuously and automatically protected and backed up to the cloud. Founder Deni Conner, and senior analyst and business development consultant Jim Bagley experienced the wonders of KineticCloud™ Backup. The two had been collaborating

on a 200-page report for several months when, coincidentally, both of their computers suffered hard drive failures the Friday before it was due to be released. Thankfully, they were both using KineticCloud™ Backup. The two were able to restore their data to new systems and complete the report in time for the deadline.

KineticD™'s automated email updates inform users of any problems with their backups to ensure that they are aware of any issues and can tend to them immediately to avoid any lost files. Additionally, KineticD™ protects you from accidental deletion or hardware failure by archiving your files until you decide to fully delete them. 'The thing I value the most about KineticCloud™ Backup is that it is totally transparent,' said Deni Connor. "When I travel I don't worry because I know that all my latest changes are synchronized and the weekly email notifications from KineticD™ tell me whether my machine has been backed up, providing me with ongoing peace of mind that my files are safe and I don't need to think about it."

Looking Forward

Today, Deni, Jim, and the entire Storage Strategies NOW team, rely on KineticD™ to back up all of their corporate assets. "Nobody wants their computer to crash, especially when working with time-sensitive documents," said Jim Bagley. "After experiencing how easy it was to recover my files from KineticD™, I would never use anyone else!" KineticD™ is happy to be providing service to SSG-NOW and look forward to continuing service with them. Jamie Brenzel, CEO of KineticD™ said: "We are pleased to have Storage Strategies NOW, true experts in storage, using our product to protect their valuable assets".

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