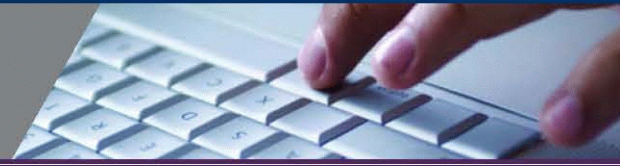


LiveVault® Safeguards Vital Data for Small Businesses



“LiveVault should be the backup choice of all small businesses.”

– Scott Haselkorn, Founder and President, YourDentalTech.com

PARTNER: YourDentalTech.com

BUSINESS: Dental computer systems

CHALLENGE: Deliver best-practice computer services to small businesses

Small businesses face a variety of problems. They have limited resources of money, time, and staff to provide products and services to their customers. Even so, they must manage their business processes responsibly and reliably.

Information technology offers special challenges for small businesses. There is no dedicated IT staff for maintenance, planning, or troubleshooting. Often, the small business owner or employee must make complex decisions and perform highly technical operations, despite a lack of training, knowledge, and experience. One option is to engage a professional consultancy to take care of their IT needs.

YourDentalTech.com

YourDentalTech.com specializes in dental computer systems. For five years, they have helped dental practices in New England with computer-related tasks, including:

- Planning and acquiring hardware and software
- Installing and configuring hardware and software
- Maintenance, troubleshooting, and support

YourDentalTech.com also offers data backup and recovery using Iron Mountain Digital's LiveVault® server data backup and recovery solution. "Our clients understand their own business, but may not understand their technical needs: that's what we provide," says Haselkorn.

Dental practices share many of the problems of all small businesses, protecting critical data such as patient appointments, employee hours, billing, and reports. They must pay special attention to legal and regulatory guidelines for privacy and confidentiality. In addition, many practices now save dental x-ray images in digital format, which requires special handling and large amounts of storage space. Although small businesses may not realize it, such data is valuable and irreplaceable for both day-to-day operations and their long-term success.

Haselkorn recommends that, to protect data, the ideal backup solution should include the following features:

- Back up data continuously and automatically
- Move data off-site for safety
- Mirror backup data to ensure recovery
- Allow rapid recovery
- Allow for the restoration of data to a replacement computer, if necessary

YourDentalTech.com offers a free trial period of the LiveVault server data backup and recovery service, hoping that clients will see the value of protecting their valuable data. Clients must then decide whether to continue the LiveVault protection to protect their valuable assets. How can they know if they are making the right decision?

A Bad Disaster

Haselkorn recounts the experience of a Connecticut-based client who had completed the free trial period of using the LiveVault service, but had declined to continue using this data protection service. The client decided to perform their own backups. This involved copying the necessary files from their servers to their own on-site hard drives.

Unfortunately, a water pipe in the client's office building burst. This ruined the client's servers, rendering them unusable. As a result, the data on the servers was inaccessible. When the client tried to access the backed-up data, they found that the data backups were not as thorough and consistent as needed to allow a simple and complete restoration of data.

YourDentalTech.com had to perform special operations on the servers and backup drives to try to reconstruct the lost data. This was an expensive process, costing the client more than a year of LiveVault protection. This also took a great deal of time, during which the client was without the data necessary to run their business. YourDentalTech.com recovered most of the lost data. However, the client did lose about two weeks of data that was impossible to recover. The client told Haselkorn, "You were right."

This client made a reasonable decision and best efforts to protect their data. But it wasn't sufficient to guard their data from an unforeseen accidental loss. Their attempt to save money was not successful.

A "Good" Disaster

Haselkorn contrasts this with the experience of another similar client, who was in the midst of the free trial of the LiveVault backup solution. They had not yet decided whether to continue using LiveVault

protection for their data.

During a long holiday weekend, the client's building experienced a power outage. Even though the client was using an uninterruptible power supply (UPS), their server lost power for a period of time. When the client returned to the office after the long weekend, they found that data on the server was corrupted. As a result, they could not start the server successfully.

Fortunately, the client's data was securely backed up on the LiveVault service. Within about an hour, YourDentalTech.com restored their data to another computer, which allowed the client to operate their business without interruption. They recovered the server itself on that same day. "They are now a LiveVault customer for life," reports Haselkorn.

Perspective

Cost is an issue with small business operators. "Whatever they decide to purchase reduces their own profit," Haselkorn notes. However, small business operators also seek to act responsibly, for the sake of their own business and the interests of their customers. YourDentalTech.com advises clients to take advantage of the LiveVault solution, and to adjust pricing accordingly. "Charging twenty five cents more for a digital x-ray will pay for that image's backup for twenty years," suggests Haselkorn.

Small business operators must decide how to protect the data on which their business relies. The LiveVault service saves this data off-site reliably, securely, and consistently at Iron Mountain's underground data centers, with easy access should recovery be necessary. Haselkorn has helped clients recover data using LiveVault's online interface over twenty times, including complete system recoveries. He says, "It's a pleasure to recover data for clients using LiveVault."

©2008 Iron Mountain Incorporated. All rights reserved. Iron Mountain, the design of the mountain, and LiveVault are registered trademarks, and the Iron Mountain digital logo is a trademark, of Iron Mountain Incorporated. All other trademarks and registered trademarks are the property of their respective owners.



Iron Mountain operates in major markets worldwide, serving thousands of customers throughout the U.S., Europe, Canada, Latin America, and the Pacific Rim. For more information, visit our Web site at www.ironmountain.com.