

keepITsafe capitalize on companies cutting costs

Irish businesses are recognising the significant reduction in costs associated with outsourcing, especially from a data backup point of view. When times are tougher costs are scrutinized and Eoin Blacklock MD keepITsafe, Ireland's largest online backup provider, believes that companies are beginning to realize the savings online backup can offer, not only financially but also from a time management point of view.

Historically tape backup was the choice for businesses who wanted their critical data safe. High costs and failure restore rates have lead companies to consider their options. Highly publicized instances of stolen laptops in the UK have also resulted in owner/managers reviewing their data storage strategy and how best to manage it.

Losing business data is not an option as many companies never recover from data loss. keepITsafe are capitalizing on this by providing customers with a one stop shop for securing their data. The aim is to reduce overall cost of ownership for customers by giving them an online backup solution that fits their business needs. Packages are tailored to each customer depending on amount of data and users. In a nutshell keepITsafe's online backup is quicker, cheaper and faster, than any traditional tape backup. Plus, the data is stored in a secure environment whilst still allowing access from virtually any internet location.

Tape backup requires a significant investment; tapes, hardware and collection companies. With the increase in fuel prices the cost of collecting tapes has also increased. Tapes need to be replaced every 6 months, again an additional ongoing cost. "Online backup gives companies peace of mind that their data is safe and secure 24/7 in two state of the art datacentres. Human error is no longer an issue and the keepITsafe backup solution can give companies tangible benefits that traditional methods cannot give" stated Eoin Blacklock, MD, keepITsafe.

keepITsafe have experienced a 300% increase in their customer base from this time last year which underpins the growth in online backup as a viable, cost effective business tool.

Who are keepITsafe?

keepITsafe are Ireland's largest online backup provider. This young dynamic company provides a reliable, secure and affordable online backup solution to over 1000 clients and 100 partners. The success of the company is built on their knowledge of backup systems and knowing how to reduce the risk of backup disasters. The company was founded in 2003, and since then has backed up more than 4 billion files and restored more than 30 million lost files.

Who's behind it?

Eoin Blacklock, Managing Director set up keepITsafe in 2003 alongside Jonathan Crowe, Technical Director. Both young and motivated college students saw a gap in the market to supply a cost effective backup solution to companies. After graduating from Trinity College, Dublin with a Computer Science degree the duo set about selling keepITsafe to local businesses. The solution was developed in-house and resides on their servers, giving the company an edge over competitors. "Businesses are realizing the significance of securing their companies most valuable asset. By outsourcing it gives owner/managers the peace of mind that their data is secure 24/7" stated Eoin Blacklock, Managing Director, keepITsafe

The company now employ 5 staff members and clients include CPL Recruitment, Eircom, IRFU, Law Society of Ireland, HSE and OPW.