

emuse technologies save 1 day a week with keepITsafe



Eoin Blacklock, Managing Director, keepITsafe

emuse technologies, the leading Irish company responsible for the international creation and deployment of digital advertising and television solutions have saved one day of staff productivity a week by choosing to outsource their backup to keepITsafe. emuse works daily on high profile projects with major broadcasters and Telcos from shows such as “I’m a celebrity...get me out of here!” and X Factor to campaigns by top tier advertisers such as Budweiser and Sony.

keepITsafe is Ireland’s largest online backup provider. emuse backup from 4 different locations and 12 different servers worldwide with huge amounts of critical data being updated and saved every second.

For most businesses daily data backup takes a staff member about 30 minutes per day. Accumulated staff costs alone, means that backing up even a small amount of data is costing the company in unnecessary staff time. emuse technologies made the decision to outsource their backup for several reasons. The main reason was to reduce the time spent on restoring files. This duty, on some occasions, could take a number of hours resulting in disruption to staff.

“By using keepITsafe's online backup I have saved a massive 6-8 hours a week of my time. This time was previously spent checking tape backups and doing restores which are now completely eliminated with keepITsafe” stated Craig Colley, IT Manager, emuse technologies.

Essentially what keepITsafe have given the staff and management is peace of mind that their data is secured in an offsite location with 24/7 watch. The function is now centralised and there is no longer the necessity to monitor, restore or worry about company files.

“We have seen a significant reduction in cost and a welcome increase in efficiency “ stated Craig Colley, IT Manager, emuse technologies.

The capabilities of keepITsafe in crucial areas such as disaster recovery, security, ease of use and cost where the driving factors behind emuse’s decision to move to online backup.

“Disasters leave unprepared businesses in ruins, arguably online backup’s most important contribution for organisations is the assurance that data will be secure and available for restore at the click of a button” stated Eoin Blacklock, Managing Director, keepITsafe.

The amount of data being created and stored daily by emuse is growing exponentially. Simultaneously, the variety of data being stored is expanding. keepITsafe has ultimately given the team a level of security that protects their most critical asset – company information, and has lead to an overall cost reduction.

About keepITsafe

Founded in 2003, keepITsafe believes that business owners should not have to think or worry about backup. The company has provided a reliable, secure and affordable online backup solution to over 600 clients and 80 partners to date. The success of the company is built on their knowledge of backup systems and knowing how to reduce the risk of backup disasters. keepITsafe realizes that the key to any business success is company information and protecting critical data. By aligning their secure online backup solution with companies needs it has allowed keepITsafe to backup more than 4 billion files and restore more than 30 million lost files over the last 5 years. www.keepitsafe.ie

About emuse

emuse - the leading international, interactive advertising and content solutions supplier. Currently the largest independent cross-platform, interactive advertising provider in the UK, emuse also supplies the creation and deployment of targeted integrated, world-wide campaigns across DTT, DCab, DSat, Mobile, IPTV, Broadband TV and Social Networks.

www.emusetechologies.com

For further information please contact:

Michelle O'Brien

086 1713558

Photo attached: Eoin Blacklock, Managing Director, keepITsafe.