

Lesron Insurance



"It just felt like there was always risk," says Sandy Black. "I'd go to reformat someone's machine, and I braced myself for them to tell me they hadn't backed up their stuff in a while."

As a broker in the four-person office of California-based Lesron Insurance Agency, Black is in charge of IT support and data storage administration. In the past, she would dutifully back up files on the company's tape drives, but began to get frustrated at the long backup times and potential for data loss.

Trouble with tape

Although the tape drives did store information, they were cumbersome to use. Also, not everyone in the company remembered to back up their data regularly, despite the reminders.

When backups started taking longer than usual, Black really began to worry. If data got corrupted, she thought, the office would have to find paper-based documents and re-scan them into electronic format—assuming they still had the files in their mostly paperless office.

Finding a better solution

Black started researching alternatives to tape drives and ended up finding the necessary insight right at home. Her husband is an IT consultant, and he told her that he'd used Carbonite Safe™ Backup at a recent client engagement.

"He emphasized how easy it was to recover data, and that struck me because with tape drives, getting data back is not fun," she says. "The data isn't saved in a format that's easily transferable, and the whole process takes a long time. It's a big, fat nightmare."

Streamlined operations

After spending some time doing an initial backup with Carbonite Safe Backup, Black now finds the backup procedure effortless. "I was used to backup being such a pain, and Carbonite made it so super easy that I couldn't believe it," she says.

"We all feel more secure now," says Black. "We don't worry about losing data, and in our business, that type of assurance means a lot."

Location

Sacramento and Fullerton, Calif.

Specialty

Surety products geared toward contractors and developers

Carbonite customer since

June 2010

Key benefits

Automatic, minimal administration time, backup reliability, backup alerts, simultaneous backup of multiple computers, easy installation, affordable, easy recovery, user-friendly interface, centralized management

Some of her favorite features include:

Automatic backup

She felt a tremendous relief when this responsibility no longer fell on her employees. With Carbonite Safe Backup, it all happens automatically in the background.

Carbonite Safe Backup sends an alert if the machine hasn't been backed up in a few days. Usually, this reminder is related to an employee who might be out sick or on vacation and hasn't turned the computer on during that time.

Straight-forward setup and operation

Black believes that even someone without much computer experience could be up and running quickly with the product.

Having offsite backup is a plus

Because the tape drives were at its office, Lesron would have suffered if there had been fire or other facilities damage.

[Learn more about Carbonite data protection solutions today.](#)

Visit [Carbonite.com](#).

Celebration Realty LLC

Location: Allentown, Penn.

Specialty: Provides residential real estate and appraisal services

Carbonite customer since: 2010

Uses Carbonite for these advantages:

- ✓ Easy installation ✓ User-friendly interface
- ✓ Automatic ✓ Low maintenance
- ✓ Backup reliability



Carbonite helps a company develop a sure-fire backup system.

"At my last company, we had a crash and lost everything, all our data," says Ed McDevitt. "We basically had to restart the company from scratch. I never want to go through that again."

In late 2010, McDevitt founded Celebration Realty and Appraisal Services in Allentown, Penn., a firm that offers appraisals and other real estate services to owners of residential properties. At his former company, after a massive technology crash, employees raced to recreate files from paper copies and, sometimes, from memory. "It took a month before we even started to feel like we could still be in business," he recalls. "When you live through something like that, you learn the value of data backup."

Starting Fresh

When McDevitt started Celebration, he thought about a complement for the hard drive backup system, and he wanted a solution that would work not just for him but also for the other three employees at the company.

He embarked on a significant research effort, comparing different services and systems, reading user comments and comparing prices, user interfaces and maintenance needs.

He says, with a laugh, "I'm a very thorough person. I'm not going to choose a product unless I have tons of information about it first."

Finding Better Backup

McDevitt determined that Carbonite was the best system for his business. He liked the online comments about how easy it is to retrieve data from Carbonite, a major consideration for him after his experience. "Everyone was saying that Carbonite is better, so I thought I'd see for myself," he says. "I'm glad I did."

Backup in Action

After using Carbonite on a free trial basis, McDevitt was convinced that he'd found the right solution for his company and that he would never face another traumatic data loss. He even did a "fire drill" run, trying to retrieve data as if he'd lost it, and he found that getting the data from Carbonite was quick and easy."

"It was seamless," he says. "There's a lot to like about Carbonite."

Since switching to Carbonite, McDevitt sees the data loss experience as just another scary business story and one that won't be repeated. He says, "Having backup that's secure and reliable is such a relief."

SOME OF HIS FAVORITE FEATURES:

The automatic backup

He appreciates that Carbonite saves data automatically as he works, freeing him from doing manual backup tasks.

Instant data access

Considering his past experience with data loss, McDevitt was happy to find that his files were being saved securely, just as Carbonite promised.

Frequent updates

Carbonite backs up data consistently and regularly, so McDevitt and others don't need to worry about having the most up-to-the-minute data available.

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I'm glad I did."

- ED MC DEVITT, CELEBRATION REALTY



See how Carbonite can help your business. Try it risk-free for 30 days!

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