

Case Study



Almanac Gallery protect their business with automated local and offsite backup

Leading publisher of personalised charity greeting cards install automated local and offsite backup from Backup Systems to minimise business downtime.

Almanac Gallery's London based design studio supply personalised charity greeting cards to major businesses, and packaged greeting cards to leading retailers. The business is extremely busy especially in the run up to Christmas, and so it is vital that they have a reliable and simple way of backing up important business data and design work – any downtime, no matter how small, can have a serious impact on the business.

Ironically, it was a major loss of important data that prompted Almanac Gallery's General Manager Thomas Bates to look for a more reliable way of performing backup. Almanac Gallery were using a popular backup solution to do automated backup of their main servers onto a hard-drive.

Thomas takes up the story: "the software was designed to automatically take a daily backup, however, we often found that the backup had not taken place properly and so we spent a lot

of time checking to make sure all was working as it should". This lack of confidence was further undermined when the business suffered a major server crash, including the backup hard-drive. Thomas continues: "it really set us back. We lost a lot of design work for our new range of cards and our catalogue". Thomas was also concerned that "offsite backup" meant somebody had to remember to swap and then take a hard-drive home with them. The system was just too reliant on manual intervention and too vulnerable to disruptions like flood, fire or theft.



When Thomas received a mail-shot from Backup Systems he saw it as the answer to his prayers! Following a short demo, the new system was installed and running in a matter of hours, providing backup for their three large servers and 25 MAC desktops.

Thomas explains:

“I am delighted with the Backup Systems solution. I no longer need to worry about backup, it’s all just taken care of!”

The system also automatically takes an hourly as well as a daily backup, uploads to a secure offsite location, and makes retrieving data, like accidentally deleted files, very quick and easy”.

The Backup Systems’ automated local and offsite backup solution not only provides protection for Almanac Gallery’s large graphical and image files, but also for their order processing, customer databases, accounts data, letters and emails.

Thomas concludes “The Backup Systems’ solution is good value especially when justified against the amount of time we spent administering the previous system, but more importantly, the severe financial impact downtime and data loss can have on the business. I am just glad that we found a hassle-free and reliable way of performing such an important task as backup”.

