



# Case Study



## Art of Performance

*Art of Performance was prepared to cope with unexpected data loss with Smartways' online backup and recovery service, based on Asigra's technology, and delivered by Falcon IT.*

### The Challenge:

Protecting and having immediate access to up-to-date key business data. Before Falcon IT installed Asigra's Televaulting software, using the services of Smartways, only the critical data was occasionally being backed up manually using easily corruptible rewritable CDs, which would have offered little protection in the event of a system breakdown such as this.

Smartways' TouchPoint online backup and recovery software, based on Asigra technology, saved Art of Performance from the brink of disaster. The website and e-book business Art of Performance experienced complete data loss when a local power cut occurred at the moment the server was shutting down for the night, which caused the desktop PC to break down. The system administrator initially contacted the computer manufacturer who gave an estimate of one week for a new system to be uploaded, but could offer no remedy in view of the lost data. However, with the Asigra-based backup software already in place as part of the overall IT support service from Falcon IT, Art of Performance had a new PC installed and was able to access all of its lost data within eight hours of the power cut.

### The Solution: Falcon IT provides Art of Performance with Asigra's online backup and recovery software through service provider Smartways

Switching to the reliable and cost-effective disk-to-disk online backup and recovery software that carries out a full backup every day of all of the data to an offsite location, proved to be crucial for the survival of a company whose data is the lifeblood of its business.

Roy Palmer, Director of Art of Performance Website Services comments on Smartways' TouchPoint online backup and recovery service, deployed by Falcon IT: "The monthly fee for the backup is negligible for the business return - the security of our valuable marketing collateral, e-zines, invoices and video files is reliably ensured now that we have the backup and restore technology in place."

The unique agentless structure of the Asigra software provides Smartways and Falcon IT with a simple pay-as-you-go licensing system, so that they only pay for the accumulative amount of compressed data their customers need to back up and vault offsite. This allows the service providers to tailor their billing scales for customers depending on the capacity of data storage required, regardless of how many users there are and without any hardware or software license costs.

**"The monthly fee for the backup (Smartways' TouchPoint online backup and recovery service, deployed by Falcon IT) is negligible for the business return - the security of our valuable marketing collateral, e-zines, invoices and video files is reliably ensured now that we have the backup and restore technology in place."**

Roy Palmer  
Director of Website Services  
Art of Performance

Because only one piece of software running on one device across the network at any given site is needed to protect an entire organisation's data, Smartways and Falcon IT can be flexible in rescuing any size and type of business from disaster, from SOHO businesses to giant enterprises - they only pay for the amount of data they need to protect. Smartways and Falcon IT can save even the smallest of businesses with our corporate-class software."

## Art of Performance:

The Art of Performance chain of websites provide visitors with expert advice and guidance from fitness coach Roy Palmer MSTAT NDT(INPP) using the acclaimed Alexander Technique. The content focus goes further than personal fitness, however, with a free guide on how to earn an extra income from a worldwide market through ecommerce. For more information, visit [www.fitness-programs-for-life.com](http://www.fitness-programs-for-life.com).

## Falcon IT:

Falcon IT was set up to provide small and medium sized businesses with an enterprise class IT service at a cost-effective rate. The agentless backup and recovery software by Asigra is the technology that Falcon IT uses to facilitate this comprehensive solution. For more information, visit [www.falcon-it.co.uk](http://www.falcon-it.co.uk).

## Smartways:

Smartways is a leading supplier of ICT Systems and Managed ICT Services that help facilitate information exchange within and between the world's leading companies and their customers.

Smartways' mission is to become the preferred supplier of Online Backup and Data Recovery Services to the UK IT Reseller Channel by December 2007. The company was incorporated in the United Kingdom in February 1994 as a private limited company.

## Asigra:

Asigra is the award-winning leader in remote office/branch office (ROBO) online backup and recovery software for enterprises and managed backup service providers. The company's flagship product, Televaulting, is used by global enterprises in the financial, insurance, legal, government, healthcare, and retail industries with more than four petabytes of data protected. Asigra technology is used by hundreds of service providers worldwide that offer managed backup services to companies ranging from small and medium businesses (SMBs) to Global 2000 enterprises. The agentless remote site backup and recovery solution provides simple, centralised management of the data protection process while eliminating the capital and operational expenses associated with agent-based solutions. Founded in 1986, Asigra is headquartered in Toronto, Canada, with partner offices around the world.