

# Case Study: Art of Performance

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by Roy Palmer, A.P. Director of Website Services

## Case Study Overview

### Company

Art of Performance  
fitness-programs-for-life.com

### Industry

Fitness and Sport  
Performance Programs  
and Instruction.

### Challenges

- Protecting and having immediate access to up-to-date key business data.

### Solution

- Asigra Hybrid Cloud Backup™ and Recovery Software
- Falcon IT
- Smartways

### Benefits

- Reliable, cost-effective and agentless online backup and recovery software ensures protection.
- The unique agentless structure of the Asigra software provides Smartways and Falcon IT with a simple pay-as-you-go licensing system.

# Falcon IT provides Art of Performance with Asigra's Hybrid Cloud Backup™ and Recovery Software through Smartways.

## Overview

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

## Art of Performance's Profile

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).

## AP's Objective: Protecting and having immediate access to up-to-date key business data

Protecting and having immediate access to up-to-date key business data. Before Falcon IT installed Asigra's Hybrid Cloud Backup™ and Recovery Software 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, powered by 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 and was given 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.

## AP's 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.

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."

### **About Asigra**

For more than 20 years Asigra has stayed ahead of the market with a secure, agentless, scalable and automated backup and recovery solution that aligns the value of data with its storage costs. IT Leaders evolve their environment, without being constrained by their recurring backup challenges, with innovative solutions from Asigra that currently protect over 100,000 sites worldwide.

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### **About 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.

Tel: 01908 519040  
Web: [www.falcon-it.co.uk](http://www.falcon-it.co.uk)

### **About 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.

Tel: 0800 138 0881  
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