

## PRINOVA FINDS RELIABLE ONLINE BACKUP + RECOVERY SOLUTION WITH INTRONIS

### Background

Prinova is a 30-year old distribution company specializing in service to hotels, hospitals, linen plants, shirt laundries, convalescent homes, athletic clubs and other facilities with on-premise laundry, housekeeping and warewashing requirements.

### Challenge

Like most businesses, Prinova stores critical business information such as customer data on its servers. The backup method that Prinova had been using was a traditional daily tape backup. Although this solution had adequately met their needs, the company had concerns about the integrity of tape backups. As Prinova's President Doug Merkel explained, "Not only were tape backups costly and error prone, we were worried about what would happen in the event of a major disaster. How quickly would we be able to access our data so that our business could continue to operate without interruption? It was a real concern for us and something we knew we had to be prepared for."

### Automated Online Backup

With its concerns about the limitation of tape backup, Prinova began to search for a solution that would more effectively serve its needs in the event of a disaster. After researching several options, Prinova selected Intronis Online Backup + Recovery. The solution provides critical data protection for businesses like Prinova looking for a cost-effective alternative to traditional backup methods. It eliminates the cost of tapes, disks, and drives, as well as the time and expense associated with transportation to and from offsite storage facilities. With Intronis Online Backup + Recovery, Prinova simply chooses which data it wants to back up and a backup schedule, and the system takes care of the rest. The backups run automatically and without the hassle of having to manually change tapes or deal with the potential for human error. "With the Intronis solution, we have complete peace of mind knowing that our sensitive customer data is protected," commented Merkel. "Now we can focus on building our business rather than spending time worrying about backups."

### A Cost-effective, Scalable Service

As a small business with limited IT resources, Prinova was looking for an affordable online backup solution that would work within its budget, but could also scale to accommodate its growing online storage needs. Intronis Online Backup + Recovery provides Prinova with a low-cost monthly rate based on the amount of storage that it requires. There are no setup, installation, or hardware costs. In addition, the service includes free 24x7 customer support. As Merkel explained, "Although the system runs automatically without us having to think about it, it's reassuring to know that it's backed by a customer service department that we can call upon any time of day or night if we need to."

### AT A GLANCE

#### Organization

Prinova Company, a leading distributor of commercial cleaning products and services

#### Challenge

Find a simple yet secure online and recovery backup service that will protect the security and integrity of customer data.

#### Solution

Intronis Online Backup + Recovery

#### Benefits

- Automatic and continuous backups mean you can "set it and forget it"
- Reliable, secure offsite backup solution provides peace of mind in the event of disaster
- Quick and easy file recovery provides data restore in a fraction of the time it takes with traditional tape backups

Questions? Call **1-800-569-0155**. Or **Chat Live** with a backup consultant.

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Prinova is particularly pleased that the solution is able to meet its evolving online storage needs. It no longer has to deal with the problem of running out of storage space or having to purchase backup tapes. As its data needs grow, the system automatically scales to support its new requirements, seamlessly and without human intervention.

## When the Unexpected Happens

After Prinova had been using Intronis Online Backup + Recovery for about 6 months, its office was burglarized. Among the items stolen was the company's entire Dell server which housed all of its customer information. "Having our business robbed was a shock to say the least," commented Merkel. "But we knew we needed to be able to still service our customers and run our business without interruption. With the Intronis solution we were able to quickly restore our customer information and resume operations without disruption. Without this service, I just don't know what would have happened to our business."

One of the key aspects of the Intronis solution that was particularly valuable to Prinova during this time was the offsite storage feature. With Intronis Online Backup + Recovery, all data is backed up and transmitted via the Internet to a secure, offsite facility so that in the event of a disaster such as the theft that Prinova experienced, all data is safe and recoverable. The software stores all data in two offsite Tier 4, SAS 70 certified data centers located hundreds of miles apart from each other, so regardless of the circumstances, all data is protected.

## About Intronis Technologies

Founded in 2003, Intronis is a SAS 70-certified online data backup and recovery solution for managed service providers. Intronis utilizes 256-bit AES security and multiple data centers located thousands of miles apart to ensure data protection and availability. Intronis offers managed service providers a secure data solution combined with a robust partner program, the convenience of online account management, and unbeatable customer support. [www.intronis.com](http://www.intronis.com)



*"When our company was robbed and our entire Dell server was stolen, Intronis Online Backup and Recovery restored all of our data – we did not lose a single bit of work. Without this service, I don't know what would have happened to our business."*

## Doug Merkel, President

Prinova Company

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