



Strategic and inspired thinking

VIA Marketing Trusts Data Storage to Best Servers

Playing with Fire

For more than a year VIA Marketing, Inc. "had been playing with fire." The server at VIA, a full service marketing and advertising agency in Merrillville, hadn't been backed up for more than a year. With a large percentage of the company's client data and project files stored on that server, business would have been seriously disrupted in case of total breakdown.

Upgrading the existing server was out of the question. "The tape backup was broken and our server was so old that new backup systems weren't compatible," explained VIA President Julie Olthoff. Adding to the problem was the fact that the server's memory was nearly full.

After mentioning the server situation to a client (ProFinance Federal Credit Union President Malcolm King), he suggested she call Peter Jordan at Best Servers. "No question, we had to do something. But I wasn't completely sold on cloud computing because I didn't understand it. After doing some research on my own and discussing our situation with Peter, I was ready to commit," she said.

Taking the Plunge

For Best Servers' staff, solving VIA's server issue was pretty straightforward: the company needed server capacity.

Speaking with Olthoff, Peter Jordan learned that VIA didn't want to worry about backing up data and they wanted the option of accessing files from home or other remote locations.

The cloud was their most cost-efficient alternative. ROI includes:

- Spending a few hundred dollars a month for a large amount of online storage (v. ten thousand dollars to buy a new server)
- Avoiding the need for upgrades to software and hardware at workstations
- Knowing that regularly-scheduled backups are being performed
- Accessing data anytime from any computer with Internet access
- Benefiting from IT support on an as-needed basis

Implementing the Technology

Within two weeks, Best Servers had

- Met with Olthoff and staff to determine what applications they were using. They found that VIA's existing Internet bandwidth was sufficient, their software could easily move to the cloud server and



equipment at their current workstations was adequate (saving thousands more for the company).

- Installed the programs VIA was using (QuickBooks for example) and migrated their files to the cloud server.
- Worked with VIA staff one-on-one to show them how to access programs and files.

"We're pleased with the new system and like the fact that we're able to get a quick response to our questions via their live chat option. I've already referred a client with multiple offices to Best Servers," said Olthoff.

"Our server was so old, we were playing with fire. We are very pleased with the new system and like the fact that we're able to get a quick response to our questions. I've already referred a client with multiple offices to Best Servers. They really are the best."

*—Julie Olthoff
President, Via Marketing*

For more information about Best Servers' capabilities for relieving you of your IT headaches, please contact us at 219.756.5280 or visit us at www.bestserversllc.net.