

> Think4 case study: **Viva**

VIVA.

> Viva PR is one of the North West's leading independent PR and marketing consultancies, looking after clients from a number of different sectors across the UK. It produces press releases, websites, copy for brochures and newsletters.

The work of its creative team is unique to Viva and largely irreplaceable and therefore, Viva is reliant on having a robust and fully functioning IT system.

The issues:

Viva had been backing up work on a sporadic but regular basis for several years, first using a CD system and more latterly, a series of backup drives. The company wanted to investigate a more regular, reliable and effective system, given the priceless content of the data - which includes book manuscripts, website copy, whole marketing and PR campaigns for clients and several Gig of artwork and images.

"We kept backup hard drives of everything, but they were kept on site and thus were just as vulnerable as the other hardware to certain potential problems," says Viva Managing Director, Tony Garner. "I'd read about various alternatives, but wasn't sure it would be within our budget as we are a small business."

Think 4 were brought in to evaluate the requirements and advised the installation of new bigger memory block for the server and an online backup system

that would store data on a daily basis. The aim was to ensure that the company's data would be secure, regardless of an incident at Viva's base - be it hardware malfunction, fire, theft or forgetfulness.

The results:

The system was installed in a matter of days in the summer of 2008 and ran without a problem. Unfortunately, on Monday December 29, Viva opened for business only to discover that the server hard drive had fatally crashed over the holiday weekend, losing all the data it had stored. Restoring the data on the damaged drive was impossible. This could have had hugely damaging issues for the business.

However, Think 4 were on hand. An engineer diagnosed the problem immediately, ordered a new drive, installed it and then restored the backup. The process took a little over 48 hours.

Tony Garner of Viva said: "Backing up data is a little like life insurance. You hope you never really need to test it. Without the backup solution provided by Think 4, our business would have had a terrible, possibly fatal, start to the New Year. Instead, I was happy that our precious data was backed up and we managed to restore everything in no time. You could say Think 4 saved our business."



Campaigns for all media

> About Think4

Think4 is in tune with businesses and organisations throughout the UK. It holds accreditations with many of the worlds leading IT firms such as: IBM, HP, Lenovo, NEC, Cisco, Microsoft, Sophos, Ericom, Igel and many more. It also offer free IT Health Checks to business with between 3 - 100 desktop computers.

For more info on how they can keep your business in the groove contact Think4 IT Solutions Ltd on 01706 693 700 or e-mail: info@think4itsolutions.com