



# CARBONITE: BACKUP SOLUTIONS FOR THE INFORMATION AGE

Consumers have an insatiable appetite for content, and content creators are finding new ways to deliver it. Losing assets like news articles, web content, advertising, programming, and customer databases could be a disaster for a media or communications company. So data backup is essential. And since the message is always on, the data backup should be too. Carbonite offers small and medium businesses (SMBs) multiple backup configurations—full, differential, and incremental—to satisfy the demands of the always-on content cycle.

## Starting the Conversation

**What would the consequences be of losing content assets just before they're set to launch? Or losing sensitive client information for a PR firm?**

With the speed of the media cycle, any amount of downtime can lead to missed deadlines and loss of ground in a competitive landscape. Clients would be quick to shop around if they felt their sensitive company data were not secure.

**Have you ever tested your backup plan? How simple was recovery?**

Carbonite offers a simple, step-by-step process for recovering lost or damaged data.

**How often do you think people forget to save work to their workstations?**

Automated backup ensures the protection of news articles, advertising, programming content, and customer databases, eliminating the chances of human error.

**Do you feel like you spend too much on your current backup solution?**

Carbonite offers plans with flat rates for unlimited workstations and servers. So, you're not penalized for growing your business.

### The Cost of Compliance

As media companies continue to adapt to the evolving digital landscape, they're doing more with less. Editorial staffs are lean, and capital expenditures are closely scrutinized. At the same time, federal regulations, like the Data Security Act and various state regulations, necessitate certain IT investments to protect confidential source data and customer information. Carbonite offers media and communications companies powerful data backup and recovery solutions that satisfy regulatory requirements at highly competitive rates.

## Performance Overview

### Server Backup

- Secure Sockets Layer (SSL) encryption for security and regulatory compliance
- Compression for large loads and bandwidth management
- Hybrid backup—cloud and onsite—for data redundancy and recovery speed
- Incremental and differential backup options minimize disruptions to workflow

### Workstation Backup

- Automatic and Continuous backups
- U.S.-based support
- 128-bit Blowfish encryption

### File Backup

- Adobe creative suite
- Scribus
- Quark
- LaTeX: typesetting
- Autodesk Media and Entertainment
- Final Cut Pro
- iMovie

### Database Backup

- SQL
- MySQL
- Oracle

