Jeff O'Neill
VP of Sales

Technolink of the Rockies Launches New Managed Data Backup Services

Leading MTSP Provides Businesses with the Latest in Data Back Up Technology

ENGLEWOOD, CO – April 27, 2023 - Technolink of the Rockies, a leading Managed Technology Service Provider (MTSP), is excited to announce the launch of its new managed data backup services with flexible solutions that prioritizes cloud-based storage while also offering the option for on-site replication, catering to the varying needs of small to mid-sized businesses (SMBs). This managed data backup solution is optimized for peak performance, reliability, and efficiency, which are key to ensure optimal backup and recovery.

As the value of sensitive-client data continues to increase, organizations are finding new ways to secure their clients' information in in the most reliable way possible. While many businesses operate with on-site backup appliances, a hybrid approach combining cloud and on-site storage can help mitigate risks associated with obsolescence and inefficiency. Technolink of the Rockies's cloud-first approach eliminates the need for on-site backup devices altogether, allowing SMBs to backup their data, receive patches, maintenance and upgrades.

Jeff O'Neill, VP of Sales of Technolink of the Rockies, stated, "Organizations can optimize their backup investments by leveraging managed data backup services, which ensure data security and immediate recoverability while offering the flexibility of cloud-first and on-site replication options." By leveraging Technolink of the Rockies's data backup services customers can efficiently manage server, workstation, and Microsoft 365® backups and recoveries for multiple locations or customers from a single web-based dashboard. Performing cloud-first data backups translates to significant cost and time savings while ensuring customers' data remains accessible and protected.

One of the biggest drawbacks of data backup is when the process is inefficiently managed. For example, if the customer's managed services provider or their IT department decides to perform a data backup during work hours, it could strain network resources or interrupt bandwidth for other employees on the network. The best data backup systems utilize deduplication and incremental backup capabilities to move up to 60 times less data than conventional image backup products, enabling organizations to back up their data more frequently without causing the aforementioned network issues. This is important because most companies are so competitive that they cannot afford to reduce the productivity of all other employees due to inefficient IT practices. This solution minimizes bandwidth usage, making daily backups small, lightweight, and cost-effective.

O'Neill added, "Every single IT system that an organization implements needs to take cybersecurity into consideration. Cybercriminals have unprecedented access to artificial intelligence-based cybercrime software and it's vital that any data backup solution takes security very seriously." For businesses that want to create an additional layer of security, it's important that files are encrypted using a 256-bit encryption to secure files both in transit and at rest to ensure data privacy, which is exactly how Technolink of the Rockies's new managed data backup solution is configured. This gives management the ability to restrict certain data so that only authorized personnel can access encrypted data with their private

key. Additionally, the cloud-first managed data backup solution uses ISO-certified data centers which are located worldwide, with region-specific certifications to maintain strict security and compliance standards.

Technolink of the Rockies's managed data backup solution is a revolutionary cloud-first data protection solution that offers companies a highly efficient and secure way to safeguard their clients' valuable data. By embracing the power of the cloud, Technolink of the Rockies delivers top-notch data protection services, helping their customers stay ahead in the competitive managed services market.

ABOUT TECHNOLINK OF THE ROCKIES

Founded in 1983, Technolink of the Rockies is able to fulfill all of its customers' technology needs. The company is the premier resource for business phone systems (VoIP and Session Initiation Protocol (SIP) provisioning), Managed IT Services, Network Security, Video Conferencing and Disaster Recovery. Technolink of the Rockies has built a team of professional voice and data specialists whose goals are maximum customer satisfaction through total customer service. The company designs, implements and monitors end-to-end solutions.

Technolink of the Rockies delivers the future by linking business technologies today! For more information, please call 303-790-8700 or visit us at www.asktechnolink.com.