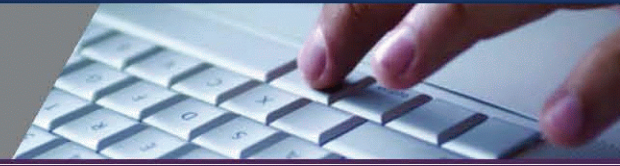


Iron Mountain Digital Enables No Panic Computing™



“We chose to go with the world leader and industry standard in data protection.”

– Thomas Ward, Vice President of Marketing and Product Management for No Panic Computing

PARTNER: No Panic Computing™, Toronto, Ontario, Canada

BUSINESS: Delivering worry-free computing to small business professionals

CHALLENGE: Providing best-in-class data protection for non-expert users



The SMB Computing Challenge

Small and medium-sized enterprises have many advantages in business. They can make decisions rapidly and operate with a low overhead. Unfortunately, that low overhead comes at the expense of doing without the in-house computer expertise that large enterprises enjoy.

Small business operators must be their own IT department, and purchase, configure, maintain, and troubleshoot their own computers. This arrangement has several negative consequences:

- Small business operators may not have the knowledge or experience necessary to manage their business computers responsibly and properly.
- The very life of their business may depend precariously on only a few computers, entailing considerable risk should something happen to those computers and the data they contain.
- All the time that the small business operator spends dealing with computer issues subtracts directly from the time available for revenue-producing activities — reducing income and lowering long-term success.

Until recently, such companies faced a difficult choice. They could reduce the time they spent managing their computers — at the risk of losing their computers and data. Or they could spend a lot of time dealing with computers — and risk the loss of income.

No Panic Computing

In June, 2008, Keating Technologies launched No Panic Computing™ (NPC) to address this challenge. Keating is an outsourced Canadian branch office for clients such as Palm, Gateway, Logitech, US Robotics, 3Com, and Adaptec.

The central value proposition of No Panic Computing is simple, but profound: to deliver worry-free, expertly-managed computing to small business professionals concerned with the security of the data they hold, both their own data and that of their clients. No Panic Computing allows busy professionals to outsource the management of their notebook to experts, so that they no longer have to do it themselves.

“Our customers are small business professionals, like lawyers and accountants,” says Thomas Ward, Vice President of Marketing and Product Management for NPC. These professionals also typically have no IT support for their business computers, and must handle every detail on their own. At the same time, these professionals possess confidential information about their clients and their business that they want to protect from loss and from falling into the wrong hands.

“They are not security-oriented or technical,” says Ward. Even so, research from Ipsos indicates that these professionals spend about 91 hours per year maintaining their computers — time taken directly

from their billable hours, reducing their income.

NPC's solution to these problems is to provide pre-configured HP EliteBook computers, along with office software, backup, security, encryption, and unlimited 24/7 support, all for a low monthly price. NPC is working with industry-leading companies, such as HP and Intel, as well as Keating's own customer support resources, to deliver its best-in-class solution for small and medium-sized business. Iron Mountain Digital is central to NPC's success.

DataGuard™ – Never Lose a File Again

"We selected Iron Mountain for enterprise-class data protection done properly," says Ward. NPC's co-branded solution, called NPC DataGuard, is a customized combination of Iron Mountain's DataDefense™ and Connected® Backup for PC. Each NPC notebook comes with NPC DataGuard already installed and configured, and with its initial backup already done. NPC customers appreciate that their backups happen automatically, with no user effort.

One customer called NPC customer support to ask how to get the backup to work. The NPC support person informed him that backup was already running, and told him his last backup had occurred just two hours before. "The backup was running so smoothly in the background that the customer didn't even know he was being backed up," notes Ward. All backups are encrypted and compressed before storage at Iron Mountain's secure data centers.

Iron Mountain's solutions let NPC receive glowing feedback from customers. One small geological survey firm realized that they had incorrectly deleted certain data that would cost them a fortune to replace. They wondered if NPC could possibly have

the missing data. "We helped them to restore their lost information in seconds," says Ward. This simple act saved that company's business, and earned NPC a loyal customer.

The Iron Mountain solution encrypts all data on the notebook. If the notebook is lost or stolen, no one can read or use the data in any way. In fact, if a hacker tries to logon unsuccessfully, all data on the notebook is automatically erased, and only the genuine customer can recover it, using DataGuard.

"We selected Iron Mountain for enterprise-class data protection done properly," says Ward.

NPC support called one customer to inform him about five unsuccessful attempts to log on, and to ask if he needed any help. The customer said that he was in a meeting, and not even near his notebook. "It turned out that someone was trying to break into his notebook," says Ward.

"Many of our customers recognize the Iron Mountain brand: they store their paper records with Iron Mountain and trust their reliability and dependability," says Ward. NPC works closely with Iron Mountain Digital to resolve issues to provide the best solution for their customers.

Conclusion

Out of all the choices available, why did NPC choose the Iron Mountain solution? "We chose to go with the world leader and industry standard in data protection," says Ward.



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