

# FingerLakesWebBackup.com Secure Your Data Today

**Summary**

*Finger Lakes Web Backups is a Canandaigua, New York based company that specializes in providing secure remote backup services to small and medium sized businesses in the accounting, legal and medical verticals. Since its founding in 2006, Finger Lakes has relied on NovaStor xSP to power its backup service as it has grown into one of the premier online backup providers in the region.*

## Control and security key factors for target market

In 2006, Jeff McCarthy was searching for a better way to manage his client's backups. His company, Architronics, already provided hardware, software and various IT services, including local backup management, to small businesses throughout the region.

"My existing customers needed a backup solution that wasn't a pain to manage," said McCarthy, "And I realized offsite backup was going to be a forthcoming service." He decided to found FingerLakesWebBackup, a company that specializes in offering secure, remote backup services to small and medium sized businesses, particularly CPA's, attorneys and medical offices.

After researching several popular backup software providers, McCarthy chose NovaStor xSP to power his new business. A key factor in his decision was the fact that NovaStor's technology did not require him to use a third party to host customer data.

"We wanted to be able to run and control our own datacenter," he explained, "Our customers feel more secure when they know that only our employees have access to the servers that store their data." Another factor was that NovaStor xSP's encryption and security features would allow him to ensure that his service complied with regulations like HIPAA and SOX as this would be a key re-requirement for his target market.

## 5 Reasons for NovaStor

- Continuous product development
- Free partner training
- Experienced data protection specialist
- Flexible business partner
- Reliable software



## NovaStor provides more than just technology

Finger Lakes Web Backup has grown steadily since 2006. They differentiate themselves from low-cost, mass market backup services by taking a 'hands on' approach with their clients. "It doesn't take a rocket scientist to figure out that we can't compete with those companies on the radio," said McCarthy, "Our customers need someone to explain to them that we can be there on site if they need us

**Customer Quote**

**"I've been very happy with the progression of the product," he said, "As the internet has matured and gotten faster, NovaStor has figured out how to make their product perform with the times."**

(Jeff McCarthy, CEO, FingerLakesWebBackup.com)

to be and that we can actively monitor their backups to make sure nothing goes wrong.”

However, McCarthy is the first to admit that sales and marketing is not his strong point. That’s why he appreciates the fact that NovaStor offers things like free sales training to NovaStor xSP partners. “I attended a sales webinar just last week and found the information interesting and true to my experience.” Part of the webinar included information on how remote backup service providers can add additional revenues and expand their network by hosting backup services for other, smaller providers, which is McCarthy’s long term goal for Finger Lakes.

“I’ve been very happy with the progression of the product,” he said, “As the internet has matured and gotten faster, NovaStor has figured out how to make their product perform with the times.” One specific example he gave was the amount of time it takes the NovaStor xSP client to download a file list from the server in the event of a restore. “The time was reduced by at least 50% in version 11 and with version 12, it’s even faster.”

He is also excited about the new features NovaStor is adding to the product. “The central management console definitely looks like something that’s going to bring us more clients,” he said, “They will love the fact that we are able to have that much control and visibility when it comes to managing their data.”

## Business Benefits:

- **Compliant with major regulations**
- **Enables self-hosted services for better margins**
- **Low administrative overhead**
- **Fast backup and restore**
- **Enables proactive monitoring for better customer service**

## Continuous technology updates ensure future growth

After five years in the remote backup business using NovaStor xSP as his software platform, McCarthy is a satisfied customer.

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**(Jeff McCarthy, CEO, FingerLakesWebBackup.com)**

**At a glance** *Finger Lakes Web Backup specializes in offering managed online backup to CPA’s, attorneys and medical offices in the state of New York.*

<b>Founded:</b>	2006
<b>Number of customers:</b>	25
<b>Total Data Volume:</b>	600 GB
<b>Company URL:</b>	<a href="http://www.fingerlakeswebbackup.com">www.fingerlakeswebbackup.com</a>



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