
Rostrum Communications

Rostrum Communications Ltd is a fast-growing public relations agency specialising in Financial Services, Technology and Telecoms. Based in London, but working across the UK and Europe for a range of clients, the company helps generate media coverage for businesses that want to establish a high profile for their products and services.

What was the problem?

When Rostrum Communications was first set up - like many companies - they installed a tape back up drive and software on their main server to save their data at the end of each day. The company's office manager was given the task of taking back up tapes offsite every night and replacing tapes each day. However, following an audit of the company's IT system, it became apparent that this solution was not providing the kind of reliable system that Rostrum required, nor did it give them the ability to expand to match the company's growth.

Based at a single site in London, Rostrum did not have the option of backing up to servers at another office and the cost of a remote hosting centre was too expensive. Rostrum assessed the various back up offerings - and decided that the best solution was Total Recall.

How did we help?

By switching to Connect's Online Backup service, Rostrum ensured that all the company's data is saved automatically. As well as files held on the company's main servers, Connect's Online Backup now stores financial and sensitive information held on home PCs of the firm's Directors. If any document is corrupted, Rostrum can search through previous versions of the file and restore the right copy with just a single click. In addition, when Rostrum moved to larger premises and the company's servers were off-line for half a day, Rostrum's staff were able to continue working over the internet using the server back up files, databases and emails.

For Rostrum, keeping in touch with journalists by email is a critical part of their operation, so the facility to be able to send and receive new email if their server was down was a great added feature of the service.



"We needed a secure and easy-to-use solution that would remove the hassle out of backing up our systems - and that's what Connect's Online Backup service provides. We receive a daily email alert that lets us know our data has been saved and we can log on at anytime to retrieve lost files. Best of all, we never have to remember where our old back up tapes are stored. As MD of the firm, I need to concentrate my energies on what I do best - keeping my clients and my team happy and expanding the business. Now, I don't have to worry about the security of our critical data and files."

Mark Houlding, Managing Director, Rostrum Communications

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