

MSPmentor

Managed Services Blog for Top Managed Service Providers

Those two words you thought
you'd never hear again:



Search for...

Subscribe: [rssemailtwitterfacebook](#)

- - About Us
 - [Mission & Staff](#)
 - [Guest Bloggers](#)
 - [Ask a Mentor](#)
 - [Our Sponsors](#)
 - [Advertise](#)
 - Regions
 - [North America](#)
 - [Europe](#)
 - [Australia](#)
 - [Middle East](#)
 - [Asia](#)
- - Technologies
 - [RMM](#)
 - [PSA](#)
 - [On Premise](#)
 - [SaaS/Cloud](#)
 - [Master MSPs](#)
- - Your Business
 - [Acquisitions](#)
 - [Finance](#)
 - [HR](#)
 - [Marketing](#)
 - [Sales](#)
- - Connections
 - [Newsletter](#)
 - [Videos](#)
 - [Podcasts](#)
 - [Top 250 People](#)
 - [Top 100 MSPs](#)
 - Resources
 - [Events](#)
- - [Biz Directory](#)

- [Company Profiles](#)
- [MSP Guides](#)
- ○ [Resource Center](#)

[9 comments](#)

[Online Backup: One Horror Story, Thousands of Successes](#)

Posted March 27th, 2009 by [Joe Panettieri](#)

Eric Webster at Intronis Technologies sent me a storage horror story, involving a service provider that lost the backups of more than 7,500 customers. Now, the same story is making headlines across the blogosphere. Here's a look at the details, plus the implications for managed service providers.

Basically, [Carbonite](#) has filed suit against its disk array manufacturer because of a system failure that sent 7,500 customer backups down the drain. The Boston Globe offered some initial coverage, then the buzz spread to [Boston.com](#) and [ComputerWorld](#).



6
tweets
retweet

Essentially, the Carbonite story has gone global. Imagine if that was your company. And imagine if one disaster made headlines across the globe.

Webster from [Intronis](#) doesn't pull any punches when he analyzes Carbonite's setback:

“It is interesting a company would blame this type of catastrophic event on hardware failures, when this particular online backup vendor made a conscious decision to purchase cheap hardware to protect their customers' critical data.”

I've got a call into Carbonite for their perspective. In the meantime, Carbonite's attorney [is on record with Boston.com](#), stating that Promise Technology's system “didn't perform to the specifications that were represented.” In that same Boston.com article, a Promise VP said their was no merit to the allegations.

Lessons Learned

On the one hand, Carbonite's setback is an opportunity for MSPs to step forward and tell customers why their managed storage solutions are rock-solid and trustworthy. But on the other hand, the Carbonite story could spin out of control and the mainstream media may wind up questioning online storage, software as a service, cloud services, etc.

Let's keep things in perspective. Customers and the media do have to ask the hard questions when it comes to protecting customer data. During phone conversations and email exchanges this week, I've heard similar advice from [Datacastle](#), [Intronis](#) and other online storage specialists. For instance, customers should make sure their managed storage providers:

- Maintain two copies of customer data
- Backup customer data in two redundant data centers — located in different geographies
- Truly understand and leverage encryption
- Adhere to government compliance mandates
- Got more tips? Share them in the comment area below.

Storage: Everybody Does It?

Hundreds of managed storage companies and data protection companies compete in this market. From A to Z — [Axcient](#) to [Zetta](#) — new online storage companies are launching all the time. A polite reminder: It's not possible for MSPmentor to call or email hundreds of sources for a single blog post, nor do we promise to call our sponsors for a story involving their target market.

We move fast. We blog fast. We drink coffee fast. We keep our comment area open to everyone. That's right: Everyone is allowed to have a voice on MSPmentor. And if you think our coverage misses the mark, call me (631-423-3536) or post a comment. We can take the heat.

MSPmentor is updated multiple times daily. Don't miss a single post. Subscribe to our [Enewsletter](#), [RSS](#) and [Twitter](#) feeds.

Read More About This Topic

- [Zetta Cloud Storage Goes Live](#)
- [Managed Storage Services: Branding 101](#)
- [Intronis Online Backup Plugs Into Managed Services Systems](#)
- [Zmanda: Open Source Backup Meets Managed Services](#)
- [Storage Guardian Launches Free 30-Day Online Backup Trial](#)

Share This Post

[Twitter](#)

Twitter

[Facebook](#)

Facebook

[Myspace](#)

Myspace

[Linkedin](#)

Linkedin

[Digg](#)

Digg

[Reddit](#)

Reddit

[Delicious](#)

Delicious

[Stumbleupon](#)

Stumbleupon

[Google](#)

Google

[Technorati](#)

Technorati

[ShareThis](#)

ShareThis

Posted In: [Managed Storage Services](#)

Tags: [Axcient](#) | [Carbonite](#) | [cloud storage](#) | [Datacastle Corp.](#) | [Intronis Technologies](#) | [Managed Storage Services](#) | [SaaS storage](#) | [storage as a service](#) | [Zetta](#)

Interact: [Add a Comment](#) | [Trackback Link](#) | [Permalink](#)

Subscribe: [RSS Feed](#)

9 Comments on “Online Backup: One Horror Story, Thousands of Successes”

1. **toddsw** Says:

March 27th, 2009 at 9:34 am

Fully test the recovery options the provider offers before you buy.

2. **Rich Forsen** Says:

March 27th, 2009 at 1:37 pm

Joe, all I can say is “WOW”. As a provider of online storage solutions to the SMB market (actually including Intronis, starting in April!) we always encourage our VARs that the value is as much the oversight and testing of the solutions as it is the providing of it. Questions that should be asked certainly right up front include who backs up the backup? Are their data centers completely mirrored? Also, using a hybrid solution like Kaseya and Zenith do for their BUDR systems where there’s an onsite component and an offsite component contribute to better piece of mind for everyone concerned. Bottom line – make sure it’s centrally managed and reported and that you can easily test every once in awhile and make sure the backups are always in more than one place!

3. **Lori Salow Marshall** Says:

March 27th, 2009 at 9:04 pm

Agree with the comments. Data that is backed up in the context of a service offering has to be treated as if it were the only instance of that data – with the requisite system redundancies that never allow a single point of failure. Hardware will fail – simple as that. Sound operational procedures, central policy management and process implementation (with the support of solid software) ensures safety of one’s data. I find the concept of suing a hardware vendor for a failure somewhat oxymoronic...

4. **Joe Panettieri** Says:

March 28th, 2009 at 5:20 am

I’m not a backup expert, but I also wonder if accreditation and standards like SAS 70 enter the picture here. Are there specific “standards” (whether certification or accreditation) that backup providers need to adhere to in order to avoid (or mitigate) a horror story?

5. **Rob Steenwyk** Says:

March 30th, 2009 at 7:32 pm

Interesting story, but it looks like it isn’t quite as serious as what the Boston Globe said. See this post from the CEO of Carbonite, <http://carbonite.com/blog/post/2009/03/A-Sad-Commentary-on-Web-Journalism.aspx>

Basically, this happened over a year ago and they *only* lost 54 clients data. Obviously, egg on Carbonites face, but not nearly as bad as 7500.

6. **Joe Panettieri** Says:

March 30th, 2009 at 8:25 pm

Rob: Thank you for offering the update. And good to see Carbonite on record with their own blog post sharing the facts. The Carbonite folks were kind enough to call me Friday night but I missed the original voicemail and have since been traveling. I owe them a return call to see if there are any other updates/clarifications.

7. **Katie Braband** Says:
March 31st, 2009 at 9:12 am

Some great tips on keeping customers' data safe. Datto solutions have all bases covered, providing on-site storage in addition to off-site at two remote, redundant data centers (located in California and Connecticut). Easy, affordable, and an attractive reseller program. Check us out and feel free to email me.

kbraband@dattobackup.com
<http://www.dattobackup.com>

8. **Sumo Backup** Says:
March 31st, 2009 at 10:56 am

We had a lot of people who were concerned about storing their data in the cloud. So we created a feature that would allow our online backup software to simultaneously create local AND remote copies of the backups. Just as an added layer of comfort.

9. **David Dempsey** Says:
March 31st, 2009 at 3:29 pm

I agree with the comment that managing the process of data backup and disaster recovery is as important if not more important than the actual system in place. This is also the most challenging aspect of offering your own data backup service. It is when small business people understand this that they begin to understand the value of a managed backup service.

David Dempsey
Managed Data
<http://www.managed-data.com>

Leave a Comment

Name (required)

Mail (will not be published) (required)

Website

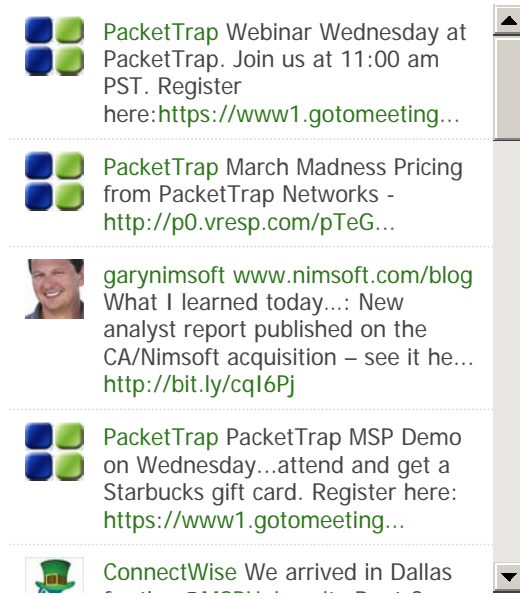
Empty comment box with a vertical scrollbar on the right side.

Submit Comment

The image contains three stacked promotional banners. The top banner features a basketball hoop and net on the left, with the text "Score Nothing but **Net Profit** with Total Desktop Care Plus!" in the center. Below the text is the Zenith logo (a blue oval with "ZENITH" in white) and the text "GET THE SCRIPT!" in a blue button and "Infotech Ltd" in italics. The middle banner has a blue background with a circular pattern and the text "Stand Out" in white and orange, followed by the CharTec logo (a green and blue stylized 'C') and the tagline "The Future of HaaS". It also includes the phone number "866-544-2772" and the website "www.CharTec.net". The bottom banner shows a person standing on a rocky cliff against a blue sky with clouds, with the text "Stepping into the unknown?" and "Managed Services" overlaid.

• MSPTweet

The loudest tweets in managed services



The screenshot shows a Twitter feed with five tweets. The first tweet is from PacketTrap about a webinar on Wednesday at 11:00 am PST. The second tweet is also from PacketTrap about March Madness pricing. The third tweet is from garynimsoft about a new analyst report. The fourth tweet is from PacketTrap about an MSP demo on Wednesday with a Starbucks gift card. The fifth tweet is from ConnectWise about arriving in Dallas. Below the tweets is the Twitter logo and the text 'Join the conversation'.

For [MSPTweet](#) sponsor info contact Amy Katz (amy@NineLivesMediaInc.com).

• MSPmentor eNewsletter



[Sign up](#) for MSPmentor's [eNewsletter](#). Delivered to your inbox each Tuesday. Blogs. News. Analysis. Events. And more.

Recent Comments

- [Mezeo in the News: MSP Mentor Reviews Mezeo - Mezeo Cloud Storage](#) on [Mezeo: Integrating Cloud Storage With Windows](#)
- Joe Panettieri on [Autotask Acquires VARStreet: Services, Products Converge](#)
- Vin Cent on [Autotask Acquires VARStreet: Services, Products Converge](#)
- Joe Panettieri on [Rackspace's Cloud: Going Dark March 6?](#)
- Joe Panettieri on [MSP Acquisitions: Latisys Makes Another Move](#)
- [Lane Smith](#) on [Autotask Acquires VARStreet: Services, Products Converge](#)
- [Daniel Mundy](#) on [Rackspace's Cloud: Going Dark March 6?](#)
- [Andy Myers](#) on [MSP Acquisitions: Latisys Makes Another Move](#)
- [Email Security Service](#) on [Trend Micro Launches Hosted Email Security Service](#)
- Joe Panettieri on [Australia: 5 Companies Form National Managed Services Provider](#)
- [Andy Myers](#) on [Australia: 5 Companies Form National Managed Services Provider](#)
- Joe Panettieri on [CA Says Nimsoft Is An MSP, Cloud & Emerging Enterprise Play](#)

• Follow MSPmentor



• Join Us March 24



• Fast Chat Videos



• MSP Guides and Research

Get Started: Visit our new [MSP Guide](#) section for 25 guides, case studies and product info from our sponsors.

- **Learn More:** Join the [MSPmentor Resource Center](#) to download and view 85 MSP case studies, videos, product guides and our latest complete [MSPmentor 100](#) and [MSPmentor 250](#) reports.



• MSPmentor on Amazon's Kindle



Both [MSPmentor](#) and [The VAR Guy](#) are now available on Amazon's Kindle. Subscribe here:

[MSPmentor on Kindle](#)
[The VAR Guy on Kindle](#)

Managed Services Careers

- **Employers** [Post a position](#)
- **Career Hunters** [Find an opportunity](#)

• Authors

Regular Contributors

- [Dave Courbanou](#), contributing associate blogger
- [John Moore](#), contributing senior blogger
- [Charlene O'Hanlon](#), contributing senior blogger
- [Joe Panettieri](#), editorial director
- [The VAR Guy](#), blogger at large



- [Matt Weinberger](#), contributing associate blogger
- [Mitch York](#), blogger at large

Monthly Contributors (Sponsored)

- [Paul Barnett](#) from [Virtual Administrator](#)
- [Justin Crotty](#) from [Ingram Micro Seismic](#)
- [David Bellini](#) from [ConnectWise](#)
- [Bob Godgart](#) from [Autotask](#)
- [Phil LaForge](#) from [Nimsoft](#)
- [Maurice Saluan](#) from [Zenith Infotech](#)
- [Eric Webster](#) from [Intronis](#)

Contact Our Team

- [Sales and Editorial Contacts](#)

• <http://www.vartweet.com>

<http://www.vartweet.com>

<http://www.msptweet.com>

<http://www.msptweet.com>

• [The VAR Guy](#)

- [SpringSource Launches TomcatExpert.com](#)
- [Startup Wanova Launches Distributed Desktop Virtualization](#)
- [VARStreet: New Owner, New Look](#)
- [Found: The Next-generation Partner Portal](#)
- [Novell BrainShare 2010: SUSE Linux Appliances Grab Spotlight](#)

[Visit The VAR Guy Blog >](#)

• [Works With U](#)

- [Why Window Button Placement Doesn't Matter](#)
- [Ubuntu Without a Human Face](#)
- [Lubuntu Gets a New Look](#)
- [Multimedia Codecs and Moral Quandaries](#)
- [Customizing the Ubuntu Application Stack Before Installation](#)

[Visit Works With U >](#)

- [About](#)
- [Advertise](#)
- [Contact](#)
- [Privacy Policy](#) © 2010 MSPmentor

[Blog-Powered Site](#)

[By ContentRobot](#)