Gary Gonzalez
President

TouchPoint Networks Launches New Managed Data Backup Services

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

PORTLAND, OR – May 25, 2023 - TouchPoint Networks, 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. TouchPoint Networks's cloud-first approach eliminates the need for on-site backup devices altogether, allowing SMBs to backup their data, receive patches, maintenance and upgrades.

Gary Gonzalez, President of TouchPoint Networks, 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 TouchPoint Networks'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.

Gonzalez 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 TouchPoint Networks'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.

TouchPoint Networks'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, TouchPoint Networks delivers top-notch data protection services, helping their customers stay ahead in the competitive managed services market.

ABOUT TouchPoint Networks

TouchPoint Networks is a technology solutions provider that partners with businesses to implement the latest networking and IT infrastructure, unified communications, VoIP, cyber-security, business continuity, video surveillance and cloud infrastructure. These products and services are delivered as a proactive managed service model providing peace of mind that all critical business systems meet expectations of high availability, security and optimization.

With over 20 years' experience, TouchPoint has gained an excellent reputation for designing, implementing and proactively supporting solutions that focus on helping our business partners achieve their goals. TouchPoint has been recognized for outstanding performance by several of the industry's top manufacturers and associations.

These credentials along with our membership in Technology Assurance Group, have enabled TouchPoint Networks to grow and partner with businesses throughout Oregon and across the United States as well as sites all over the world. TouchPoint Networks has three offices located along the I-5 corridor in Portland, Eugene, and Medford.