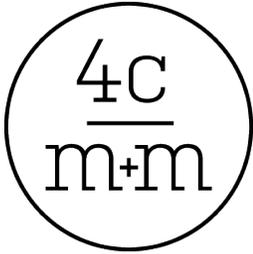


# 4CM&M Protects its Business with Minimal IT using Retrospect Backup



"I like the way Retrospect just backs up everyone. ProactiveAI starts a backup whenever my laptop shows up."

Frank Sternberg  
Senior Account Executive  
4CM&M

## BUSINESS BACKGROUND

Since 2012, the firms of 4C Partners of Washington DC and Message & Media of New Brunswick NJ make up 4CM&M. The firm offers media and strategy for Democratic campaigns, non-profit organizations and the private sector.

4CM&M has offices in Washington DC, New Brunswick, New Jersey and Boston, Massachusetts.

Frank Sternberg co-launched Message and Media in 1993 and is now a Senior Account Executive at 4CM&M, helping clients to craft and implement successful strategic media campaigns on behalf of economic development agencies and candidates running for all levels of political office.

## SIMPLE TO USE

4CM&M has used Retrospect Backup to protect their office for over a decade. They have four employees, four computers, and one server. "Retrospect Backup just works. Someone deletes a file. We look at yesterday's backup and restore it," said Sternberg. Retrospect makes it easy to protect a set of computers and restore a deleted file, from yesterday or last year.

Sternberg and his team use Dropbox for file sharing, but using Retrospect Backup as a failsafe protection ensures they always have access to their entire data footprint locally.

## INDUSTRY

Media

## ENVIRONMENT

- 4 employees
- 4 computers
- 1 server

## KEY CHALLENGES

- Minimal IT
- Easy offsite strategy

## SOLUTION

- Retrospect Backup Single Server 20 for Mac
- Available at \$39 per month, \$399 per year, and \$659 perpetual

## KEY BENEFITS

- Set and forget strategy with ProactiveAI
- Affordable solution

## CASE STUDY

For offsite storage, 4CM&M use rotating hard drives, stored at home. "Rotating media is easy. Each week, I take the drive home," added Sternberg. With Retrospect integration with Dropbox, Sternberg is investigating using it as offsite storage for their backups instead.

4CM&M integrated Retrospect Backup into their environment based on the recommendation of their trusted reseller and Retrospect partner, Gravity Systems.

"We've worked with Gravity for twenty years," added Sternberg. "They recommended Retrospect."

### **SET AND FORGET WITH PROACTIVEAI**

ProactiveAI optimizes backups for when computers are available. Retrospect can back up at any time or day or restrict Retrospect to a window that fits the environment's needs.

By continually listening for available computers, Retrospect ensures that it protects as many computers as possible, including computers that come and go from the network.

ProactiveAI is optimized for protection using machine learning, with support for a hybrid mix of servers, desktops, laptops, email servers, databases, email accounts, external drives, and NAS shares.

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a backup whenever my laptops show up," said Sternberg.

### **ABOUT RETROSPECT**

Protecting 100 Petabytes in over 500,000 homes and businesses in over 100 countries, Retrospect is dedicated to providing reliable backup and recovery tools for professionals and small-to- midsize businesses with Retrospect Backup and Retrospect Virtual, covering physical servers and endpoints, virtual environments, and business applications.

With three decades of field-tested expertise, Retrospect meets the needs of organizations that require the highest level of recoverability. Retrospect is a proud member of the StorCentric family of brands.

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[www.retrospect.com](http://www.retrospect.com)