

Imagine Technology Group Launches New Managed Data Backup Services

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

CHANDLER, AZ – May 25, 2023 - Imagine Technology Group, 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 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. Imagine Technology Group's cloud-first approach eliminates the need for on-site backup devices altogether, allowing SMBs to backup their data, receive patches, maintenance and upgrades.

Mark Lasinis, CIO/VP of Technology of Imagine Technology Group, 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 Imagine Technology Group'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.

Lasinis 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 Imagine Technology Group'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.

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

ABOUT IMAGINE TECHNOLOGY GROUP

Imagine Technology Group (ITG), an Arizona owned and operated company offering our customers a single point of contact for all their office technology needs. ITG provides a wide variety of document management solutions, workflow improvements, Multi-function devices, VoIP phone systems, digital signage, managed network services and IT Solutions. With our manufactures' National Programs, we can provide service and support anywhere in the world. Our goal is to be our customer's "ONE SOURCE" for any office technology solution they might need. Through top-notch customer service, provided by well-trained employees, ITG manages your technology so you do not have to. To learn more about our products, services and support please contact ITG at 602-454-0720 or visit www.itgarizona.com.