



**Wood & Associates**  
Direct Marketing Services Ltd

## Case Study: Wood & Associates satisfied with Stage2Data's full recovery and managed backup services

After more than 30 years in business they've seen it all! Wood & Associates have integrated the best of traditional, new, and emerging media to give clients' marketing the best of ALL worlds, by using tried and true direct mail techniques that work. Adding a web component allows for accurate real-time data capture and mobile elements that improve access to content and information. At Wood & Associates they do it all, from strategic development and web design to data management and production order fulfilment to data analytics on program performance and mail management. They are 100% Canadian with a focus on Fortune 500 results with small business values and good old-fashioned service. Seeing that data is at the core of their business, the company decided to look for a reliable managed backup and recovery provider. Very satisfied after choosing Stage2Data, they are happy to share their experience.

### MOVING TO STAGE2DATA

Wood & Associates' primary office is located in Pickering, Ontario, Canada. They have two physical servers secured in a server room with motion sensors. Before onboarding Stage2Data in 2019, after meeting at an industry event, the company managed their own IT infrastructure internally. At the time, the company was using hard drive backups which were transported to a safe offsite location daily. After some testing, it became evident that with the current practice up to 24 hours of data will be lost in the event of a disruptive event.

Further, over time, global PCI requirements evolved which ultimately required meeting certain industry requirements in respect of data management and backup. The internal workload increased which saw the company looking to outsource security and backups to a reliable partner that was also recognized within the financial services industry.

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## OUTSTANDING RECOVERY AND BACKUP SERVICES

“We are relieved that experts in database management such as Stage2Data are now in charge of our backups, business continuity and disaster recovery solutions. By not having to maintain backups in-house by our programmers onsite we can free up time and costs to shift to other operational requirements,” says Brian Davidson, President of Wood & Associates.

Stage2Data recently became a certified Internet Service Provider (ISP) and upgraded their backend infrastructure, now being one of the fastest Managed Service Providers (MSP) in North America, offering cloud hosting, backups and Disaster Recovery as a Service (DRaaS). Stage2Data’s replication backup and failover service in the event of disaster was implemented at Wood & Associates and they conducted a successful recovery dry run including audits and verifying backend data to ensure the systems put in place will provide maximum protection in the event of downtime.

“It gives us great comfort to know that we can focus on business and not worry about any data loss in the event of a disaster or disruptive event. And, should any data loss occur, it will be much quicker to recover with Stage2Data on board as they have immediate access to the data through an offsite backup system running incremental backups in the cloud” concludes Davidson.

## CONCLUSION

“Since moving our infrastructure from onsite to Stage2Data’s Cloud hosting and backup services we never looked back. We are pleased with the service and quick response times. Even during the initial installation phase some systems were harder to implement than others, but the support team was great and very professional. In addition, we’ve also had only positive responses from our clients when sharing with them the backup service Stage2Data put in place for us and how they look after our critical data. I would happily recommend their services to any business looking for a company that will guard their own or their clients’ critical data as Stage2Data has guarded ours. In fact, I’ve already had numerous conversations with colleagues at other companies or clients in my industry, where I have recommended Stage2Data’s service and passed on Jon Darling and the company’s details” concludes Davidson.

### ABOUT STAGE2DATA

**One of Canada’s fastest growing and most trusted cloud solution providers. Since 1998 Stage2Data have been a trusted data management company providing 100% Canadian data solutions. It has been proven by thousands of North American companies that we manage data securely and IT costs effectively.**