

datto



SUCCESS STORY

Why a Fire is No Match for BDR

Steve Coker goes above and beyond to protect his clients from downtime. Coker is the President and founder of [Datacom Limited](#), a managed service provider (MSP) located in Toronto. Datacom provides IT and data protection services. When a customer's business was threatened by a fire recently, Datacom's experience and dedication kept their doors open and avoided downtime.

Although the client's building wasn't directly hit by the fire, the two structures share an underground parking garage, and electrical and environmental infrastructure were damaged from the fire suppression efforts.

"They had nearly five feet of water in the garage and cars were submerged. We couldn't get anywhere near the building without a police escort," said Coker. Datacom's customer wouldn't have access to their offices for a week following the fire, but thanks to Coker's guidance, they continued with business as usual.

Luckily, Datacom had advised a DR simulation test only two months before the incident. Thanks to their preparation, everyone hit the ground running when the fire occurred. "We worked with the customer, so they knew exactly what would happen in a scenario like this. We had a secondary location reserved in case they couldn't access the office, and we quickly worked with Datto Tech Support to spin up the virtual machines and get them back up and running within minutes," said Coker.

According to Coker, their customer was up and running within minutes, and what could have turned into a major disaster only wound up as a minor inconvenience. The end user is a financial institution, so any amount of downtime can be absolutely crippling.



WITHOUT DATTO, THEY LIKELY WOULD HAVE LOST BILLIONS OF DOLLARS OVER THE NEXT FEW YEARS DUE TO LOST BUSINESS AND DAMAGE TO THEIR REPUTATION."

Steve Coker
President and Founder
Datacom Limited



About Datto

Datto protects essential business data for tens of thousands of the world's fastest growing companies. Our Total Data Protection platform delivers uninterrupted access to data on site, in transit and in the cloud. Through Datto's network of partners, we provide companies with products and services designed to continually keep business running. Businesses rely on Datto for industry leading technology combined with unrivaled customer service. Datto is headquartered in Norwalk, Connecticut, and has offices in Rochester, Boston, Toronto, London, Singapore, and Sydney. Learn more at www.datto.com.

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