



C.G. Frink  
President

## Northeast Information Systems Offers Innovative Cloud Disaster Recovery Solutions

*Leading Unified Communications  
Provider Protects Customer  
Information Cost Effectively*

Albany, NY – September 27, 2016 - Northeast Information Systems, a leader in unified communications, announced today that it has launched a program that focuses on cloud-based data safety. This program is aimed to help small to mid-sized businesses (SMBs) to effectively store, manage, and transfer their critical business files seamlessly while simultaneously increasing the overall security of all of their business files. Whether employees are utilizing files on their servers, laptops, workstations or smartphones, this Cloud Disaster Recovery Program will change the way that business owners handle their sensitive corporate and financial information.

For those who aren't yet familiar, disaster recovery, is a set of policies and procedures which enable the recovery or continuation of vital technology infrastructure and systems following a natural or human-induced disaster. The majority of enterprise-level organizations have recognized the blatant need for disaster recovery programs because they focus on strengthening the underlying IT or technology systems supporting critical business functions, especially in moments of need. For example, when an organization starts growing and adds on more staff, there are more possibilities for human-induced disasters or data theft. An accidental deleted or misplaced file can cost

companies dozens of hours in lost productivity. Furthermore, with more staff come more devices, which in an increasing BYOD (Bring Your Own Device) environment, means that there are more vulnerability points for hackers to enter the network. When businesses begin to scale, these productivity interruptions are no longer tolerable.

"When a business begins its growth trajectory, it's easy to sit back and enjoy the success," stated C.G. Frink, President at Northeast Information Systems. "We know that feeling. It's so rewarding to see your business growth outpacing your operating expenses and all of the years of sacrifice make it completely worth it. It's so easy to kick your feet up, relax and enjoy the fruits of your labor in that moment, however, this is precisely when businesses need to take the steps to protect themselves so they can continue to grow at that same rate. This is when they are most susceptible to virtual disasters and without a comprehensive disaster recovery plan and cloud technology that is engineered specifically to shrug off these types of disturbances, they are putting that stable growth at risk."

In years prior, many businesses were hesitant to purchase cloud-based disaster recovery solutions because they required large, up-front capital expenditures. Northeast Information Systems' cloud disaster recovery program breaks this pattern because it's on a pay-as-you go model, so businesses only pay for what they use, enabling them to scale up and down

their disaster recovery program in perfect sync with the pace of their businesses. It's file syncing, syncing with business growth, syncing with a cost structure that makes this technology easy to implement into any growth-oriented SMB.

### **About Northeast Information Systems**

For over 40 years and 3,000 customers, Northeast Information Systems has been the right choice for business telecommunications solutions in NY's Tech Valley. The company's primary focus is to leverage advanced communications technologies to improve our customer's business processes resulting in greater profitability and increased customer satisfaction. Northeast Information Systems employs leading edge products from tier one manufacturers to design cost effective solutions backed by Factory Certified technical support.

The company's local dispatch center delivers round the clock service to ensure system reliability with guaranteed emergency service response within 2 hours. Northeast Information Systems does business throughout New York, New England and nationwide via our network of authorized distributors.

For more information on Northeast Information Systems, call (800) 642-3147 or visit [www.nistel.com](http://www.nistel.com).

