

WI Produktfotografie relies on RDX® QuikStor® for backing up professional product photos

**Protection, backup and archiving of business-critical data**



WI Produktfotografie, based in Aschaffenburg, near Frankfurt am Main, specializes in professional product photography with an emphasis on photography for online stores and illustrated catalogues. Their services include release work, digital processing and post-processing, collages and archiving of photographic material.

**Requirements**

- Regular and automated backup of relevant business data
- Quick setup
- Simple to operate
- No administrative effort
- Offsiting of backup media
- Budget-friendly solution

**Solution Overview**

**rdx® QUIKSTOR®**

- RDX QuikStor removable disk system
- 3x 4TB RDX media
- NetJapan (Actiphly) Activelmage Protector Desktop Edition
- Daily full backup
- Media rotation for total protection against failure and to fulfil legal requirements

**Data availability is key**

WI Produktfotografie manages over 4TB of photographic material. In addition to the company's own creations, this also includes pictures taken by customers for post-processing. All pictures are available in digital format and are kept in different resolutions and formats which can rapidly increase the amount of data stored. A loss of this data might cause irreparable damage and even lead to business closure.

**RAID doesn't protect against data loss**

Sven Wilhelm, Managing Director of WI Produktfotografie, believes that the disk mirroring of his workstation is adequate protection for his business-critical data. However, this technology, referred to as RAID 1, only protects against the failure of a hard disk. But what if another disk or the entire system fails? Wilhelm came to this conclusion: Reliable, regular and automated data backup is essential. Among their customers is Overland-Tandberg, which regularly produces photos of their storage products for web catalogues and brochures. Sven Wilhelm then called Overland-Tandberg and asked for advice. He opted for the RDX QuikStor removable disk system and the Activelmage Protector backup software from NetJapan (now Actiphly).

**Easy and quick installation**

Overland-Tandberg's RDX QuikStor was simply connected to Sven Wilhelm's workstations via USB 3.0 and was immediately ready for operation. After the installation of the Activelmage Protector backup software, the first backup job was ready to roll. In three steps (source, destination and schedule) the user is guided through the backup menu by the software. An important criteria for the selection of the backup software was support for media rotation. This means that RDX media can be stored at an external location and are thus protected against viruses and ransomware attacks.

“A loss of our image files would have fatal consequences for my company. With RDX QuikStor and NetJapan (Actiphys) Active Image Protector, I have a professional data protection solution at an affordable price. Since the installation, the system has been running completely automatically and I can concentrate on my core business. Every evening I change the RDX media and take it home with me. This protects my data against unexpected events or virus attacks.”

**Sven Wilhelm**  
Managing Director, WI Produktfotografie

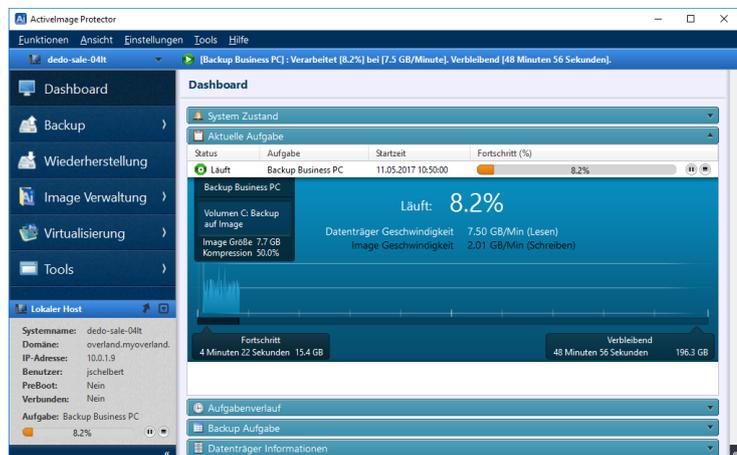


RDX QuikStor from Overland-Tandberg is a removable disk storage system that provides robust, reliable and convenient data storage for backup, archiving and data exchange for small and medium enterprises.

## The components

The RDX QuikStor is a removable disk system that is easily connected to laptops, desktops, workstations or servers via USB 3.0. RDX consists of a QuikStor system and a storage medium. The system is permanently connected to the computer system. In addition, at least 3 sets of RDX media should be used to achieve comprehensive data protection through media rotation. Its rugged design, high reliability and ease-of-use allow for daily use in busy office environments even without dedicated IT support.

NetJapan (Actiphys) ActiveImage Protector Desktop Edition provides comprehensive backup and recovery protection with innovative technologies for physical and virtual laptops and desktops. The software provides special application wizards for step-by-step creation of backup tasks or data recovery after a PC failure. ActiveImage Protector includes compression and deduplication, saving space on the backup target. Support for media rotation allows multiple backup disks to be used for a backup job. AES 256-bit encryption protects off-sited backups against unauthorized access.



NetJapan (Actiphys) ActiveImage Protector Desktop Edition is quick to install and easy to use, providing comprehensive, automated data protection. In conjunction with RDX QuikStor, this software is an ideal data backup solution for small and medium enterprises.

## Media rotation for comprehensive data protection

The removability of RDX media allows the implementation of a comprehensive data protection concept using media rotation. In this system, one media is in the RDX system, ready for the next backup. Another media is located in an external location, protected against unexpected events. A third media is transported to or from the external location. With this arrangement, most of the legal requirements for data backup and recovery are met.

## Conclusion

Many small businesses are afraid to implement a data protection solution, whether for cost reasons or because they are held back by lack of adequate IT experience.

However, with the solution that was implemented, any doubts Sven Wilhelm had were dispelled. The regular backups ensure optimal data protection and secure business operations. By rotating RDX media, Sven Wilhelm can also protect his company from unexpected events, viruses and ransomware attacks.



Sales and support for Overland-Tandberg products and solutions are available in over 100 countries. Contact us today at [salesmea@overlandtandberg.com](mailto:salesmea@overlandtandberg.com). Visit [OverlandTandberg.com](http://OverlandTandberg.com).