ioSafe: Digital Black Box and Private Cloud
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By Leslie Horton, VP AABPA

Robb Moore is the President of ioSafe. ioSafe is located at 12760 Earhart Avenue in a 20,000SF building. Robb enjoys having his company at the Auburn Airport Business Park nearly as much as he loves keeping his Cessna at the Auburn Airport. Whether he is flying for business or pleasure, Robb is a dedicated pilot as long car commutes are definitely not a plus.

ioSafe refers to "i" for input, "o" for output and "Safe" stands for the patented technology that can withstand 1550 degree fires and is also flood proof. Keeping data secure is a top priority for his many customers. ioSafe offers an entire product suite for consumers, small to medium businesses and larger enterprise environments.

Whatever your requirements, the ioSafe products are like an aircraft black box for your data because they are fireproof, waterproof, shockproof, crushproof, theft proof, multi-platform compatible (PC, Mac, Linux and Servers), work with any backup software and there is also data recovery service included with the purchase. This is an impressive combination of features and functionality and available now.

In a recent conversation, Robb discussed the meteoric explosion of digital data. According to a recent Gartner Group study, the average person will soon be expected to have 15 terabytes of data. Now imagine the rapidly growing digital data for companies! Each terabyte = 1,000 gigabytes. The popular notion today is that individuals and businesses can rapidly, easily and safely beam up large volumes of their data to the public cloud. For data volume in excess of 40 gigabytes, this approach does not work. Robb likens it to "moving Lake Tahoe through a straw". He added that "it would be faster to simply box up your hard drives and ship them". It would take *months* to move a terabyte online. Beyond the considerable delay, there are also concerns about exactly what countries your data will travel through and whether it can be hacked.

ioSafe has a private cloud solution with their latest product, the N2. The N2 is a network connected, multi-drive NAS/RAID storage device. In the center of your own private cloud, your data is safe from hackers, inadvertent deletion and you control the security level. The N2 allows cloud-like applications and is fast when you are local and accessible when you are remote. CNET says the N2 is the "best of both worlds". Small Business Trends states the N2 "gives businesses control of their data". In 2013 ioSafe is busy fulfilling the growing demand for their latest offering as well as handling their other products.