

DataFort chooses MCC International to secure enhanced brand and product awareness

Submitted by: MCC International Ltd

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Award-Winning Winchester Public Relations Consultancy Wins New Contract To Promote Enterprise Level Off-Site Data Storage to Smaller Businesses

MCC International, a specialist public relations consultancy, providing strategic communications programmes to the information technology industry, today announced the signing of Guildford-based, DataFort, provider of automated off-site data back-up and data recovery. With immediate effect, MCC will deliver on a creative and tactical strategy to develop brand awareness, promote new product launches and new channel operations, and drive sales.

It is an unavoidable fact that accidents do happen, resulting in the loss of mission critical data. Hardware fails, natural disasters occur, theft and human error which can all contribute to jeopardising the efficient day-to-day running of almost all modern businesses. Automatic data backup and off-site storage provides effortless and cost-effective security and reliability, whilst enabling IT personnel to focus time and resource on business development.

Founder and CEO of Datafort, Gavin Smith comments, "Off-site data storage and disaster recovery was once considered an expense only afforded by large corporate organisations. DataFort is now able to offer an affordable service to smaller companies, providing a convenient automated system that takes care of business data without the cost and effort of manual intervention. Working together with MCC we will execute a multi-faceted marketing campaign to promote our services across the UK."

"Our results-orientated approach to public relations, combining proven tactics with creative vision, is the reason DataFort, and all of our clients enjoy a high profile in their respective markets. As testament to this philosophy MCC has been awarded the PR Agency of the Year at the Information Management Awards for two years running," states Director of MCC International, Ian Peel.

DataFort joins MCC International's growing portfolio of local, national and international organisations, across a broad range of technologies and services that includes CRM, networking, remote and mobile computing, retail, marketing automation and security.

About Datafort

DataFort, provide dependable secure off-site data storage with a focus on functionality and convenience

for the end user. DataFort's is more than just an off-site service, its proprietary software works onsite, within the security of the firewall, to shepherd company data and send it via the Internet to secure datacentre locations.

Its fully automated system gives peace of mind to any company with up to 1 Terabyte (1000 GB) of data. It provides the most cost effective access to the highest available standards of RAID 5 striped SCSI storage, and in contrast to on-sight back-up such as tape and NAS, Datafort negates the need for trained staff and manual back-ups.

The software uses ultra-secure 256 bit encryption to encode data on the customer premises before sending it over Internet connections to the datacentre. The software even monitors the status of the users' own Internet and network connections to warn of any impediments to the service.

Datafort provides a scalable service with customers ranging from small SMEs through to UK listed Plcs. Including Geronimo Marketing and Richmond Foods Plc.

For more information visit the Datafort website at: <http://www.datafort.co.uk>

About MCC International

Founded in 1987, MCC International Ltd is a specialist public relations consultancy working exclusively within the information technology industry. MCC delivers a results-orientated, pro-active service based on innovative and creative strategies. Headquartered in Winchester, UK, MCC International founded the MediaXL Group of pan-European IT PR agencies in 1997, and the IT industry's foremost data store 'itcasestudies.com' in 2000. MCC's client experience includes Cabletron, Fujitsu, Software AG, Maxtor, Network Associates and Sony UK/Europe.

Further information is available from <http://www.mccint.com> .

Editor's Contacts

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