



# Attack! Powered

“My favorite feature of Spanning Backup is the email backup and restore service. It has already prevented two issues and saved hours of stress so far this year.”

– Jennifer Hooker  
VP Operations

## Attack! Marketing Defends Against Data Loss with Spanning Backup

When it comes to protecting vital business assets, Attack! Marketing has found that the best defense is a good offense. The company relies on having a robust backup and recovery solution in place to protect the vast stores of data it maintains as one of today's top experiential marketing agencies. That proactive, preventive strategy has paid off; after more than a decade in business, Attack! has never experienced a catastrophic data loss.

### The Importance of Backup: Averting Potential Data Loss Disasters

Not all small and mid-sized businesses are rigorous about backing up data, as eWeek recently reported ([“Small Businesses Unprepared for Data Loss, Lack Backup Policies,” November 14, 2013](#)). But Attack! has always been highly aware of the importance of effective backup and of the risks of leaving data unprotected.

“Proper backup of company data is crucial,” says Jennifer Hooker, Attack!'s vice president of operations. “Despite the reliability of a company's data storage system, there is still the possibility that data can be lost. Without the proper backup and recovery solution, the process of recovering data may cause a much bigger headache than if the data was protected.”

#### CUSTOMER PROFILE



**Organization:**

Attack! Marketing

**Organization Size:**

45 employees

**Industry:**

Marketing

**Products Used:**

Spanning Backup for Google Apps

Attack! Marketing is an experiential marketing agency that bridges the gap between engagement and incremental sales for its clients. The agency translates their predictive insights into experiences that lift brand awareness, revenue, and consumer lifestyle alignment.

Attack! uses the full suite of Google Apps and routinely backs up that data daily with [Spanning Backup](#). By doing so, Attack! keeps data current, intact and – most importantly – easy to recover when someone urgently needs a particular email or document that’s been deleted. Frequent, regular backups have on several occasions meant the difference between a disastrous loss and a quick, simple fix.

## Reliable, Easy Backup – Backed by Great Service

According to Hooker, while reliable backup technology is critical, a backup solution has to deliver much more than that to be truly effective. For one thing, it also has to be easy to use. “We chose Spanning Backup because of the intuitive UI and the ease with which we can restore data,” she says. Attack! currently uses Spanning Backup for Google Apps, and is also considering Spanning as an option for backing up the company’s [Salesforce.com](#) platform.

Beyond the quality and reliability of the backup solution itself, customer service and support were also critical factors in Attack!’s choice of Spanning as a backup services provider. “I’ve worked with other backup services companies, and Spanning is the greatest at serving its customers and assisting with their needs in a timely manner,” reports Hooker. “We’ve had the best overall experience with them.”

***“We’re using all the capabilities of Spanning Backup, and we can’t think of a single aspect of the solution that could or should be changed.”***

**- Jennifer Hooker  
VP Operations, Attack! Marketing**

## Two Disasters Averted in One Year

Attack! found it easy and painless to migrate from a previous, less-than-satisfactory alternative to Spanning Backup. Once a Google Apps admin at Attack! signed up for the service, everything else was automatic; the automated, daily backup solution is so effective that one can “set it and forget it” if necessary, yet it also provides optimum control over data for admins that desire sophisticated tools and metrics. Since implementation, the solution has prevented at least two disasters related to email loss at Attack!, saving employees hours of work and stress. Hooker says that the company uses all the features of Spanning Backup, and values all of them, but that the email backup and restore is her favorite.

***“I’d recommend Spanning Backup because it is the most user-friendly solution out there, and because working with Spanning is so easy.”***

**- Jennifer Hooker  
VP Operations, Attack! Marketing**

“I would recommend for anyone thinking about using a backup service that they implement it sooner rather than later, as you never know when you’re going to need a deleted email or document,” says Hooker. “I have personally been saved after emails or documents have been deleted, because I’ve had Spanning Backup to restore them.”

## About Spanning Cloud Apps

Spanning, an EMC company and a leading provider of backup and recovery for SaaS applications, helps organizations to protect and manage their information in the cloud. We provide powerful, enterprise-class data protection for Google Apps, Salesforce, and Office 365. Spanning Backup is the most trusted cloud-to-cloud backup solution for thousands of companies and millions of users around the world. Try a 14-day trial by visiting [Spanning.com/try-it-now](#).