

**CASE STUDY:**

**DYNAMIC & DATTO  
TO THE RESCUE:**

**SAVING TWO CLINICS \$354,000 IN DOWNTIME**



## THE CLIENTS

Lotus Dermatology specialises in skin cancer surgery, dermatology, paediatric dermatology, cosmetic medicine and laser treatments. Coco Skin Laser Health's services cover all aspects of a healthy lifestyle, with a focus on pre- and post-treatment care; and the very best in clinical grade skin care products and makeup.

Lotus Dermatology and Coco Skin Laser Health are industry leaders in the field of dermatology and cosmetic medicine. Both offer a holistic approach to medicine and cosmetics; boasting new, shared, state of the art facilities, located in Newcastle.

## THE DISASTER

Lotus Dermatology and Coco Skin Laser Health use the latest technologies for their services and day-to-day operations. Computer systems play an essential role in managing appointments, as well as storing secured patient records and meeting operational and regulatory requirements.

After a faulty motherboard shut down their one-year-old Dell server in early 2017, we got the two clinics back up and running the same day using our MyBackup solution.

## OUR SOLUTION

**MyBackup, powered by Datto**, provides data backup, recovery and business continuity solutions for local, virtual and cloud environments, within a single platform. MyBackup Business, Professional, or Enterprise combines the most important elements of data protection into a fully featured, integrated package.

With MyBackup, all infrastructure models can be easily protected from disaster - whether caused by ransomware, power outage, human error, or the weather. Automatic backups to a local device happen on your schedule (as frequently as every

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five minutes); with replicate, AES-encrypted backups uploading to Datto Australia. This virtualisation allows you to easily recover data quickly from multiple points in time to get your business back up and running in minutes.



“Dynamic Business Technologies not only kept us online and running via the MyBackup backup appliance, which they had recommended and supplied, but they also managed the entire warranty support process with Dell. Despite what could have been a substantial loss to both businesses, we didn’t miss a beat and no data was lost.”

**– JOE RELIC, MARKETING MANAGER  
COCO SKIN LASER HEALTH**

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## THE AFTERMATH

A failure such as the one experienced could have taken both businesses offline for days. We played an essential role in keeping Lotus Dermatology and Coco Skin Laser Health online, **saving both clinics \$354,000 in downtime cost** (potentially lost revenue, employee wages and overheads).

Business was put on hold until the backup system came online, which happened same day. Both Lotus Dermatology and Coco Skin Laser Health worked locally off the Datto appliance for three days, while Dell replaced the server motherboard and then migrated it back into production.



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