

Protected

Case Study: Web Booster

Featuring: **EAT•N**

Never too small for protection

We get to deliver tailored backup power solutions for some very exciting projects and work with some of New Zealand and the Pacific's largest organisations, but our expertise and world class products also provide power assurance to thousands of smaller companies, for whom the loss of data and productivity can have just as big an impact.

The turbulent weather that hit the North Island in May 2024 caused extended power outages throughout the Auckland region, affecting thousands of businesses and homes. One organisation contacted us after being impacted and was eager to explore the preventative options available.

WebBooster is a boutique media agency based in Auckland. It has a staff of two including a marketing specialist/writer and a web developer/graphic designer. Managing director, Andrew Stevenson says that this power outage presented new challenges that clearly showed more protection was needed.

"We've always used surge protection multipug-boards to defend our workstations, digital devices, modem and on-site server against power spikes and were early adopters of cloud storage and regular automatic saving for our work, but when we had a full outage that lasted a whole afternoon, we didn't discover the extent of the damage and what we'd lost until the following morning," he says.

Though cloud storage protected a lot of the ongoing work, WebBooster has a 5-terabyte network access server (NAS) so that large video, audio and graphic files can be stored locally and provide faster connectivity for current projects.

"Once we were happy everything was safe from a client perspective, we checked on our current video project and realised that not only had we lost all editing work completed the previous day but that one of our hard drives had become corrupted due to the abrupt shutdown - this equated to about 35 hours of work," he says.

Stevenson points out that the immediate shut off to the NAS and the two workstations had prevented any chance of saving work or safely shutting down the business infrastructure. With winter setting in and warnings of a tight electrical supply situation for New Zealand he decided that Web Booster and its customers needed more power assurance.

Impacting Factors

Winter brings along an increased chance of power events including surges, brown outs and blackouts. This can be worrying for business continuity and productivity.

Stevenson contacted UPS Power Solutions to seek a solution, and his concerns were echoed by corporate sales manager, Sam Lingman.



"When Web Booster contacted us, it was clear that they had relied on their cloud-based storage as the main redundancy for total power failure. We discussed the equipment they used, the general daily load and the available space in their office and determined that Eaton's 850VA 3S UPS would deliver ample protection," he says.

With 8 sockets, two USB outlets and on-board surge protection, each 3S can comfortably power and protect the workstations, laptops, NAS, printer and provide additional USB outlets for charging phones & cameras.

Importantly, the 3Ss will deliver around 20 minutes of operation in the event of a power outage. Each device has on-board surge protection to defend against power spikes or lightning strikes as well as 10-amp circuit breakers.

Andrew Stevenson says that the 20-minute window is all they need to safeguard their ongoing work and WebBooster's important assets.

"If we have a power event for any reason, there will be time to safely save everything and shut it down properly. It's something I wish we'd implemented years ago," he says.

Sam Lingman says that WebBooster is a perfect example of how smaller fit-for-purpose devices like Eaton's 3S and 5E UPSs can provide real business continuity and assurance at an affordable investment.

"The value of knowing the tools of your trade and your work product can be safeguarded, far outstrips the cost of the solution. We can quickly and easily assess any small to medium organisation and deliver a back-up power solution, tailored to your energy requirements, space and how you like to operate. We encourage all companies to look into it," he says.