

INSTITUTIONAL BROKER DEALER SELECTS KeepItSafe TO COMPLY WITH INDUSTRY REGULATIONS

Trusts and recommends KeepItSafe for proactive service and experience in the brokerage industry.



“KeepItSafe has a team oriented, proactive approach. They’re very forward thinking as far as finding solutions to problems that other people in the financial services industry have faced.”

Danielle Hughes
Founder and
Chief Executive Officer
Divine Capital Markets LLC

THE CHALLENGE

Divine Capital Markets LLC is a boutique institutional brokerage firm specializing in trading, research and investment banking. Based in New York City, they provide institutional portfolio managers, corporations, pension plan sponsors, hedge funds and investors with high quality trading strategies, research, consulting services and private wealth management.

In the brokerage industry, firms of a certain size are required to have their data backed up by a third party. When the 25-person Divine Capital Markets began the search for a fully managed online data backup company, they started with a short list. “KeepItSafe...stood out immediately,” says founder and CEO Danielle Hughes.

THE SOLUTION

“In our industry it’s mandatory to have a disaster recovery solution,” Hughes says. “In 2006 we began backing up critical data from our network and hard drives with KeepItSafe.” Hughes learned the value of a hosted backup service early on when Divine Capital Markets lost some data from a drive that wasn’t being backed up by KeepItSafe. “We added it immediately,” she says. Divine Capital Markets now uses KeepItSafe to protect all their mission critical information including databases, personal files, company files, historic files and contact information.



“I trust KeepItSafe to talk directly with our auditors and that, combined with their excellent customer support, has made me glad I chose KeepItSafe.”

Danielle Hughes
Founder and
Chief Executive Officer
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THE RESULTS

Data protection is one of those services that sits in the background, says Hughes. "I don't think about it every day but KeepItSafe does a great job and I would recommend them highly." Divine Capital Markets is fortunate that they haven't had a major system failure and hasn't had to call on KeepItSafe to restore critical information. "Luckily KeepItSafe is just insurance for me. We do have a number of transient workers, like interns, and having KeepItSafe allows us to rest easy knowing we are protected in the event someone accidentally hits 'delete'."

Divine Capital Markets has found KeepItSafe's customer support engineers to be experienced, proactive and helpful. They appreciate that KeepItSafe notifies its clients about upcoming holiday hours, like the stock exchange does with its members. Hughes says KeepItSafe has been highly professional during their annual audits, and the team is very effective when dealing directly with auditors to make sure the brokerage firm is compliant.

"I respect their team oriented, proactive approach," says Hughes. "They're very forward thinking as far as finding solutions to problems that other people in the financial service industry have faced."



THE ONLINE BACKUP AND RECOVERY SPECIALIST

