



Backing Up Ramona Bruland



Freelance TV host breathes easier with files automatically backed up to a Synology DS712+* network attached storage server powered by an Intel® Atom™ processor.

Ramona Bruland has made a career of discovering the best things in life. She's a freelance TV host and producer, currently anchoring a wintertime show called "Top of the Mountain" for Plum TV Networks in Aspen, Colorado, and a summertime show called "Keeping Up with Ramona." She seeks out and tells viewers about "the best things in life" in lifestyle, outdoor adventure, arts, culture, gear, fashions, food, wine, and travel. A native Australian, Bruland has been seen on TV screens across Australia, Europe, and the U.S.

However, taking care of the technology in her life was definitely not one of the best things in her life. Bruland has gigabytes of hefty video and audio files, as well as schedules, storyboards, budgets, and other administrative files, that she uses and shares with colleagues and clients. Until recently, her files were scattered between a desktop computer in her office and a laptop computer that she travelled with, and she had to constantly move files between the two. She recently consolidated everything to the laptop, but this meant that it was even more imperative to keep this PC safe and sound.

"I worried about the safety of my files, because my backup procedure was random at best," Bruland says. "I backed up my files to an external hard drive whenever I thought about it, which was sometimes only once a month."

Sharing files was another problem. Bruland routinely shares video files—sometimes half-hour or hour-long shows—with editors, producers, and clients, and she had to upload these large files to an FTP site, which was extremely time consuming. Plus, Bruland travels frequently and often did not have needed files with her.

Big-Company Backup for Small Business

Bruland knew that the TV production companies she had worked for in the past had sophisticated automated backup systems, but she didn't think that such systems were available to entrepreneurs like herself. However, in late 2011, Bruland gained access to a Synology DS712+* network attached storage (NAS) server powered by an Intel® Atom™ processor. This storage device provides corporate-caliber backup and file-sharing capabilities in a small business package.

Intel® technologies are powering a new generation of network attached storage devices that small businesses and consumers are using to help keep their data safe, access it from anywhere, and share it long distance. This is one of their stories.

Huge Peace of Mind

Bruland has two 1-terabyte drives in her Synology NAS that mirror one another, meaning that everything is backed up automatically to both drives for double protection. "I no longer worry about files going missing," Bruland says. "I know that everything is getting backed up without me having to do anything. It's a huge weight off my shoulders."

Plus, Bruland likes knowing that her files are kept in her office rather than in someone else's servers in a "cloud" somewhere—and that Intel Atom CPUs assist with the encryption of digital content thus making it harder for hackers to gain access. "There's great peace of mind from knowing that everything is on my drive at my house," she says. "If it's on someone else's servers, you don't know when the next hacker is going to have fun with your data."

Saving at Least an Hour a Day

Bruland not only worries less but spends less time backing up and sharing files. The Intel Atom processor provides ample compute horsepower for backing up even enormous video files very fast. "I'm easily saving an hour a day backing up and uploading and downloading files," she says.

"This increases productivity and makes me look better to clients. Time is money, and I definitely don't want to spend my time backing up files."

One-Click File Sharing

Additionally, by using the remote access feature of the Synology DS712+, Bruland can provide one-click file sharing with coworkers and clients. "Remote access is amazing. When I'm traveling, I can get to files that are not loaded onto my laptop, but mostly I can share files with others," she says. "Instead of uploading and downloading files to FTP sites, I can e-mail a web link to clients, who will then have instant access to files stored on my NAS. It makes life easier and makes me look more professional." Easy file sharing also helps Bruland stay in touch with business contacts and family scattered across multiple continents.

"What I do is tell people about the best things in life, and this Synology NAS is one of the new best things in my life," Bruland says.

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*Ramona Bruland,
Independent TV Host and Producer*

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