

# Discover Los Angeles

relies on IDrive to protect their  
business critical data



## About Discover Los Angeles

The mission of Discover Los Angeles (The Los Angeles Tourism & Convention Board) is to advance the prosperity of L.A.'s visitor economy and the livelihoods that depend on it. As the official Destination Marketing Organization for the City of Los Angeles, Discover Los Angeles is responsible for sales and marketing efforts focused on the meetings & convention industry, domestic and international leisure travelers, and worldwide travel trade and consumer media.

Discover Los Angeles works proudly on behalf of more than 1,100 member businesses from the area's hospitality and tourism community to promote Los Angeles as one of the world's most preferred travel destinations.



## The Challenge

Discover Los Angeles maintains approximately 20 terabytes of data which, if lost, would cause significant disruption to their operations. Consisting of a wide range of information including digital assets, member and client profiles, and much more, this data is essential to the overall operational efficiency of Discover Los Angeles and the success of the 1,100+ L.A. based businesses who serve the group and individual leisure travel markets.

Leo Puentes, IT Manager for Discover Los Angeles, set out to find an affordable backup solution that would ensure that the organization's data was appropriately protected against losses. With operations throughout the U.S. and in five international locations, it was crucial to identify a provider who could enable central management of the organization's data backups from the company's Los Angeles headquarters office.

## The IDrive Solution

After performing due diligence on potential solutions, Discover Los Angeles selected IDrive for these vital services. Among the important considerations that led to this decision, Leo specifically referenced IDrive's pricing structure, which enables clients to backup an unlimited number of devices at no additional cost.

## Results

Discover Los Angeles has been pleased with their purchase decision, noting that IDrive has functioned as promised. IDrive is extremely simple to implement and has offered a cost-effective, reliable backup solution. Leo commented that he is now "comfortably backing up our international offices remotely from Los Angeles" and added that "set-up was a cinch!"

IDrive's intuitive dashboard allows Discover Los Angeles to set up and manage backups on remote computers, make changes to backup sets, update software and generate reports to centrally monitor the status of backups and devices in all locations.

**Sign up today!**

See how IDrive can help your business

[www.idrive.com](http://www.idrive.com)