



JPY plc  
5 Surbiton Hill Road  
Surbiton  
Surrey KT6 4TW  
Tel: 020 8390 8487

Press Release  
2006

8<sup>th</sup> September

## Survey shows Mac users suffer neglect in corporate data management strategies.

### **But Mac users fend for themselves in ingenious ways.**

A recent survey designed to investigate the backup habits of computer users discovered that Mac users are often forced to DIY when it comes to backup. The survey commissioned by cross-platform networking specialists JPY, showed Mac users falling through the cracks in the data backup strategies of big businesses.

While Windows users enjoy full support from the IT department, with networked and automated backups (55%); the Mac users most used method of backup was manually archiving to CD or DVD (45.5%). Furthermore, ten percent of the Mac users surveyed were more creative using online storage, and even resorted to emailing important documents.

While being self-sufficient finding backup solutions, Mac users were also found to be much more handy in a crisis. Most Windows users went running to the IT department for help if any work was lost (56.8%). While the Mac people that had backed up simply fired up their single user backup software, or grabbed the files from a CD/DVD archive (82.9%).

On the subject of what type of files get backed up, the PC users mostly saved documents, applications and system software on the server. In every category Mac users preferred a local backup. Interestingly the type of files most likely to be backed up on the Mac is music (79%). This may reflect investments in the iTunes Music Store.

John Yardley, MD of JPY, said, "The fact that Macs are treated as second class citizens on larger corporate networks is no surprise to us. There are few cross platform solutions for networked backup or archiving".

"It is a testament to the ingenuity of Mac users that they don't backup any less than other platforms, but without the professional tools they deserve. The award winning Archiware PresSTORE offers a solution for networked backup for all platforms, and all platforms are treated equally"

"It's time Mac users got the benefits of proper IT department support, instead of being the black sheep. The tools to support a robust platform-independent data strategy now exist. There is no longer any excuse for sweeping the complications of multiple platform environments under the carpet."

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Notes to Editors

1. JPY plc is the sole UK distributor for Archiware GmbH, the developers of PresSTORE.
2. Archiware PresSTORE recently received the Five Star Award, the highest score possible, from Macworld magazine.
3. JPY is also UK distributor for HELIOS UB networking and pre-press software solutions and for Canto Cumulus digital asset management software.
4. JPY plc, based in Surbiton, develops and distributes innovative cross-platform internetworking solutions, specialising in the media industry.

Press Enquiries to:

David Fanning – Tin Drum PR

david@tin-drum.com

Tel: +44 (0) 20 7096 0987

Enquiries to:

JPY plc, 5 Surbiton Hill Road,

Surbiton,

Surrey, KT6 4TW

Tel: +44 (0) 20 8390 8487

Website: [www.jpy.com](http://www.jpy.com)

For more information please contact JPY plc:

Kevan Hamman, Business & Marketing Manager

[Kevan\\_hamman@jpy.com](mailto:Kevan_hamman@jpy.com)