

# Strong Tower Consulting

"When I started my own business, I was backing up to a thumb drive," says Justin Bennett, owner and financial coach at Strong Tower Consulting. "My backup routine was irregular – I backed up whenever I had a 'what happens if my laptop blows up?!' moment."

## Growing a small business

Justin Bennett spent 10 years in the banking industry, working his way up from a call center to become vice president of a bank. But as he advanced in his career, he wasn't happy with his own financial help. He began saving and paid down his debt, and decided to take a leap of faith and start his own business, helping others do the same thing.

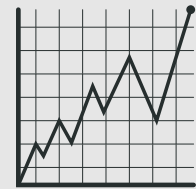
Bennett started as a financial coach – meeting with people that needed help with creating a monthly budget, developing a financial plan and digging themselves out of debt. From there, he began to offer his financial coaching services to small businesses, and even developed a program to help corporations promote financial health to their employees. But as he grew his business, one client at a time, he was protecting his files with a thumb drive.

## Upgrading to the cloud

"One day, I was preparing for a financial wellness program with a friend who is also a financial coach, and he told me about Carbonite," says Bennett. "I saw the green dots that show you what files are backed up and when I heard how affordable it was, I called Carbonite right away."

Carbonite Safe™ Backup gave Bennett peace of mind – he was able to quickly scan his computer to see which files were backed up by looking for the green dots, which allowed him to get back to running his business. And when his computer crashed nine months into his Carbonite Safe Backup subscription, he was covered.

"Not only did Carbonite help me through the process of transferring my files to my new computer, they were able to help me recover my Outlook data after another vendor made changes to it that made it difficult," says Bennett. "I have more than 2,000 business contacts in Outlook, so my business would have been seriously impacted if I wasn't able to recover the data. Carbonite went above and beyond and helped me through the mess the other vendor left me with. The support team was easy to understand and everyone I spoke to was on the same page with my issue."



### Location

Windsor Heights, IA

### Specialty

Financial coaching

### Carbonite user since

August 2012

### Key benefits

Automatic, peace of mind,  
excellent customer support

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## Backing up a growing business

In addition to his Outlook files, Carbonite Safe Backup protects his clients' personal budgets and other financial documents. And as Bennett embarks upon another challenge – writing his first book – he can rest easy knowing Carbonite Safe Backup has protected his hard work.

"I'm trying to impact lives and build a business," says Bennett. "I may never grow to the size where I need an IT department, so it's wonderful to know that I have Carbonite to help me with my technology challenges."

Here are some of his favorite features:

### **Automatic**

Bennett appreciates that he doesn't have to manually run his backups. His work is being backed up as he does it.

### **Peace of mind**

The ability to quickly look for the green dot to ensure his files are backed up allows Bennett to get back to running and growing his business.

### **Customer support**

Carbonite Safe Backup was there when Bennett needed them after a computer crash – and even went the extra mile to help recover a file that was incorrectly configured by another vendor.

[Learn more about Carbonite data protection solutions today.](#)

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