



SUCCESSFUL MARKETING CONSULTANT PROTECTS BUSINESS FILES WITH CARBONITE

Peter Cohen is a very busy marketing consultant – and that’s an understatement.

A 30-plus year veteran of the marketing industry, Cohen worked for Lotus, IBM and other technology companies before branching out on his own about eight years ago. That’s when he founded SaaS Marketing Strategy Advisors, a firm that specializes in helping Software-as-a-Service companies with their unique marketing needs.

“If you have marketing responsibilities at your company,” he says, “I’ve been in your shoes and understand your challenges.”

In addition to extensive knowledge and expertise, Cohen says there are five things you need in your “toolbox” to get started as an independent marketing consultant. You need a laptop, a website, a blog, an email newsletter account, and of course, you need Carbonite to back up and protect all of your critical business files.

Cohen uses Carbonite to back up just about everything that makes up his digital life, including Microsoft PowerPoint presentations, Word documents, Excel spreadsheets, photos, videos and more.

“Sometimes I prepare 40-page documents with insights, advice and recommendations for my clients and this is my livelihood,” he said. “I can’t afford to lose that stuff. That’s why I use Carbonite.”

LOCATION:

Needham, Mass.

SPECIALTY:

Helping Software-as-a-Service companies acquire and retain customers

CARBONITE USER SINCE:

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KEY BENEFITS:

The Carbonite Mobile application, powerful backup at a great price, and the extremely helpful Customer Care Team

Some of Cohen's favorite things about Carbonite include:

THE HANDY CARBONITE MOBILE APP

With the Carbonite Mobile app, users can access backed-up files from virtually anywhere. Simply browse through backed-up files or locate a specific file using the advanced search feature. Cohen uses Carbonite Mobile frequently when he's on the go.

"I use the mobile app as a way to access documents when I go to meetings," he said. "It helps me get my stuff anywhere, anytime, anyplace, without having to bring my laptop."

"As a solo professional, I'm my own help desk, so it's great to have the experts at Carbonite at the other end of the phone."

SIMPLE YET POWERFUL BACKUP AT A GREAT PRICE

Cohen appreciates the fact that Carbonite is easy to use and backs up all of his important files for a budget-friendly price. Whether you're a business or personal user, Carbonite can set you up with a powerful cloud or hybrid cloud and local backup option that won't break the bank.

FRIENDLY AND HELPFUL CUSTOMER SUPPORT

Carbonite's award-winning U.S.-based Customer Care Team is available to help customers with any issues or questions seven days per week. Cohen occasionally calls the Customer Care Team with questions about his account and his backup configuration, and he's always pleased with the results.

"I recently purchased a new computer and needed help to switch my Carbonite subscription to the new system and ensure it was configured properly. The customer support folks walked me through the entire process," Cohen said. "As a solo professional, I'm my own help desk, so it's great to have the experts at Carbonite at the other end of the phone."

**LEARN HOW CARBONITE CAN PROTECT YOUR CRITICAL BUSINESS DATA AT:
CARBONITE.COM/ONLINE-BUSINESS-BACKUP-PLANS**