

Safe Data, Safe Business

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- Mike Ruiz

Overview

Mike Ruiz, a world-renowned photographer and creative director, made his mark in Hollywood at a young age. Starting with acting and modeling, he soon realized his true passion was behind the camera. Ever since, he has been capturing photoshoots of celebrities such as Tyra Banks, Betty White, Prince and Kim Kardashian, as well as shooting for the fashion industry and magazines.



He is now evolving into video production; filming music videos for clients such as Shontelle, The Blonds and Vanessa Williams.

However, photography and film are not Ruiz’s only passions, he also spends his time working for dozens of important causes. Currently, he is an advocate for Bullies and Buddies, an L.A. Pit Bull rescue organization. Ruiz’s passions are not only impacting the photography industry, but also improving the world around him.



Challenge

A few years ago, Ruiz started to feel uncertain about the safety of his photos. He was using individual hard drives to back up his work, however, feared a drive failure would result in losing all of his data, and more importantly his business.

Solution

His assistant at the time, recommended Drobo because of the ease of use and expandability. Ruiz decided to give Drobo a chance and purchased the network attached Drobo FS, now a legacy product in Drobo’s storage line.

Ruiz almost suffered a crisis when two hard drives failed simultaneously in the Drobo with the optional dual disk redundancy feature turned OFF. He called the Drobo Support Team and they instantly helped him recover his data off the failed drive, even going beyond to migrate him to the Drobo 5N, the next version of the Drobo FS.

Challenge

Mike Ruiz, a world-renowned fashion photographer and creative director, felt apprehensive about the possibility of his external hard drives failing, which would result in losing his pictures and videos. It was essential for his business to find a storage solution that could securely protect his projects.

Solution

The network attached Drobo 5N is a simple, safe, and expandable solution for Ruiz. Using the dual disk redundancy feature built into the Drobo, he is now safe from two simultaneous hard drive failures, providing peace of mind for his business. Furthermore, he is able to access, upload and share his projects remotely using the DroboAccess App on the 5N.

“Drobo gives me peace of mind where data storage is concerned,” Mike Ruiz said. “I can keep everything on one or two Drobo units and feel assured that the data is safe.”

The network attached Drobo 5N, which is expandable up to 64TB, now protects and stores his photos. The Drobo is packed with features to ensure the ultimate data protection, including a battery backup in case of a power failure and an included year of warranty.

The Drobo 5N also includes apps to help optimize Ruiz's workflow. Drobo's most popular app, DroboAccess, allows Ruiz to access, upload, and share his files remotely.



Results

Ruiz is now looking to add a Thunderbolt, direct attached Drobo 5D into his workflow for additional speed. With the Drobo 5N and Drobo 5D, Ruiz will be able to have speed, extra backup, as well as remote access to his data. This will optimize his workflow, and most importantly provide peace of mind for his business. Learn more about Mike Ruiz's Photography at www.mikeruiz.com

*Pictures provided by Mike Ruiz Photography