



<http://www.backupreview.info/>



<http://www.Keepit.com/>

## Backup Review Rating



**(4 stars out of possible 5)**

*Reviewed on Sep. 26, 2008*

## Summary

Keepit.com is part of a group of companies, under a parent company called [Cohaesio](#). It is headquartered in Copenhagen, Denmark. Cohaesio's core competencies in managing infrastructure support for a large number of customers and complex storage solutions allowed Keepit.com to easily enter the online backup industry.

“The less clicks the better” is the mantra that governs the service offerings of Keepit.com, the online backup service provider. The company strives to serve its customers by ensuring that complication in the software is not the reason why backups fail to happen. Keepit.com's explicit strategy is to differentiate on simplicity and ease of use, and they certainly deliver on this promise.

There are no unnecessary clicks or complex settings to go through during the set up, backup and restore process.

Presently, Keepit.com offers services in the following languages: English, Danish, Swedish, Norwegian, and Finnish. In the coming months, Keepit.com is planning to add services in French and Spanish.

The service offerings come in three flavors—Keepit.com Free, Keepit.com Unlimited and Keepit.com Pro. Currently, the downloadable .exe works with Windows Vista, Windows XP, Windows 2000 and Windows Server 2003. A Linux agent is in private beta and after this Mac client will follow.

Keepit.com Free is a free service that provides users with 2 GB of space. The number of PCs that can connect to the service is only one. The prerequisite for the use of this version is regular activity. If no backup is performed for more than 90 days the account is automatically deleted.

Keepit.com Unlimited is so named because the amount of space offered in the backup server is unlimited. A charge of \$4.95 is made monthly from the subscribers to this account. The number of PCs that can connect to the server is only one. The prerequisite for the use of this account is that it should be used only for private purposes and not for business. The features of Keepit.com Unlimited are:

- Unlimited space for all your irreplaceable files
- A simple client, easy to install on any PC
- Smart selection of default folders for backup
- Automatic daily backup of your PC
- Start and stop the backup whenever you want to
- 30 day history - so you can go back to a point of time, before you accidentally deleted a file, and retrieve it
- E-mail support

Keepit.com Pro is the professional version. This is a pay as you go solution. The option of connecting one or more PCs to the account is left to the user. The amount of space requirement is also to be determined by the user. A minimum charge of \$3.95 per month applies; and for additional storage space requirements, \$0.50 per GB per month applies. The general features of Keepit.com Pro are:

- Windows Server compatibility
- A simple client, easy to install on each computer
- Smart selection of default folders for backup
- Automatic daily backup of each computer
- Backup can be stopped and started individually
- 30 days history of each backup set
- Control panel for managing the account
- Phone support and prioritized email support

Users can choose to pay for Keepit.com Unlimited or Keepit.com Pro for 12-24 months. A discount of two months will be given to users who pay in advance for 24 months.

The download and installation of the desktop control panel is surprisingly very simple. All that the user needs to do is to specify his email id on the website and click download. An email is sent to the user id specified. The user is required to click on a link in the email to activate the account and that's it.

The installation file that is downloaded is installed in a single step process of accepting the license agreement. The rest of the automated installation takes only a few seconds.

A desktop backup and restore configuration panel is available for instant use as an icon is placed on the system tray. Users must initially login to the server through the configuration panel and be connected to the Internet for the backup process to begin.

Keepit.com runs in the background as a service, which ensures that scheduled backups are done even if you don't log-on to your PC account. This is a feature most of the established providers do not offer and clearly makes Keepit.com user friendly. Keepit.com is an excellent choice for both your home computer as well as a server environment.

On login, the system checks and validates the key that is generated at the time of installation before it connects the user to the server. This feature ensures that only one computer connects to one account. Loss of the key implies loss of backed up data as no one else has the key or access to the backed up files. Users cannot access the backed up files directly from the web interface.

The first time backup takes some time but is faster than most backup systems available in the market even with a lower bandwidth speed. The subsequent backups are incremental and only files that have changed will be backed up. If the initial backup is interrupted for any reason, the backup begins from the place it left off, supporting continuous backups.

Backed up files can be accessed by navigating to the Restore menu and clicking View backed up files button. It is not possible to delete files that have been backed up to the server unless the user contacts support that can assist in resetting the account and delete all files backed-up.

The system also does not warn you that you are exceeding the free or purchased back up limit while backup is in process. Keepit.com says that it is good customer service to allow for the backup to complete even if a user does not have an account that supports it.

If by chance the user exceeds the 2GB limit set for the free account, the account will not allow for further backups. The user is required to either ask Keepit.com Support to reset the account or upgrade the account to Keepit.com Unlimited or Keepit.com Pro to continue.

The status report indicates the amount by which you have exceeded the limit. Once the backup is complete, your status screen will show that you are over quota.

The restore process is very simple. The user needs to merely navigate to the restore tab and select the type of restoration they need. Users can restore by backup set, or all files or selected files.

Upgrade of account is possible by clicking on the upgrade link in the status tab of the configuration panel. Cancellation of the account also requires the user to write to the company via email and request for the cancellation of the account.

Data transfer between the PC and the server is encrypted using Rijndael (AES) encryption. The data is stored in multiple servers that are placed in geographically different locations to guard against natural disasters and data loss due to other factors.

The company supports its clients via telephone and support is available from Monday to Friday between 10:00AM and 9:00 PM, local time. On Saturdays, the company can be contacted between 10:00 AM and 6:00 PM, local time. Keep in mind that Denmark is at GMT+1. Clients can also leave a message via email using the contact form that is available at the company website. Keepit.com is planning to launch a 24X7 support in Q3 of 2008.

### **Company Information:**

Headquartered: Keepit.com A/S, Lautrupsgade 9,1, DK - 2100 Copenhagen OE ([Google Map](#))

Product Manager: Kresten Bach Søndergaard

CEO: Frederik Schouboe

Funding: Self-funded

Number of Employees: 70

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

Denmark Phone: +45 88 70 40 70

USA Location: 11921 Freedom Drive, Two Fountain Square, Suite 550, Reston, Virginia 20190, USA ([Google Map](#))

North America Phone: 1-888-630-4434

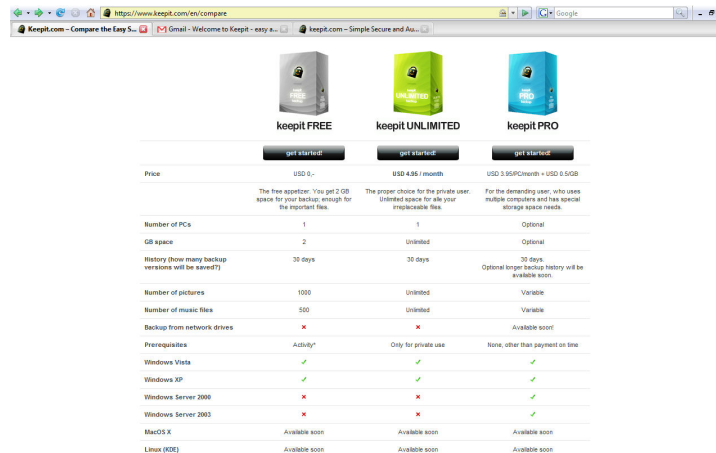
Email for support: Contact form at: <https://www.Keepit.com/en/kontaktos>

## **Getting Started with Keepit.com**

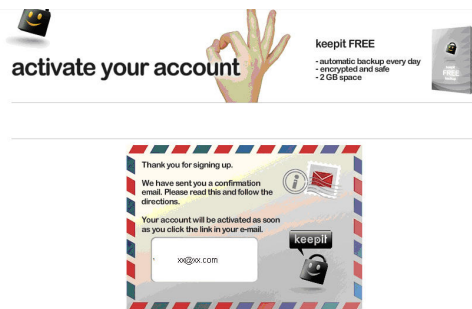
Getting started with Keepit.com is simple and involves just a few clicks on the mouse button. The website only requires users to enter their email id and then validate it by clicking the link that is sent in an email to the id, to get going. The software comes in three flavors—Keepit.com free, Keepit.com Unlimited and Keepit.com Pro. There is no time limit or strings attached to the free version. The only limit is the amount of space that they can use - 2 GB. Keepit.com Unlimited, as the name suggests removes the space constraint but requires a payment of \$4.95 per month for the services. Keepit.com Pro is the professional version that allows users to pay as they go. A minimum charge of \$3.95 per month +\$0.5 per month for every GB of space used will have to be paid. While the first two products (Keepit.com Free and Keepit.com Unlimited) will allow users to connect only one PC to the server, Keepit.com Pro allows multiple PCs to connect and backup files to the server.

### **Registering for the Service**

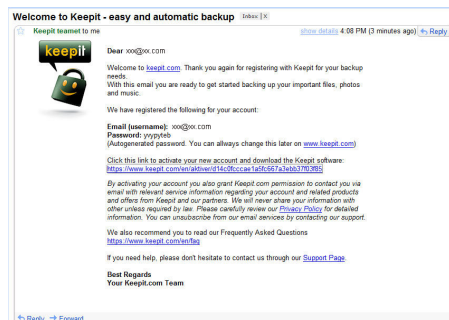
Navigate to the website of Keepit.com and enter your email in the box specified or click the get started button on the compare products screen illustrated below:



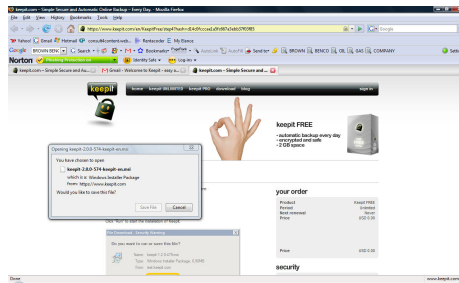
You will be taken to a screen that informs you that an email has been sent to your email id and that you should click the link in the email to activate the account.



Now you will have to login to your email account and navigate to the mail that is almost instantly delivered to your account. A user id and password is specified for login into the account that will be created for you.

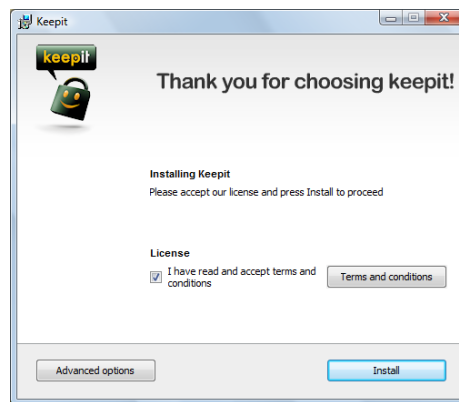


The activation link takes you to the activation page that provides you with the executable file for download and instructions on how to install the file that you download.

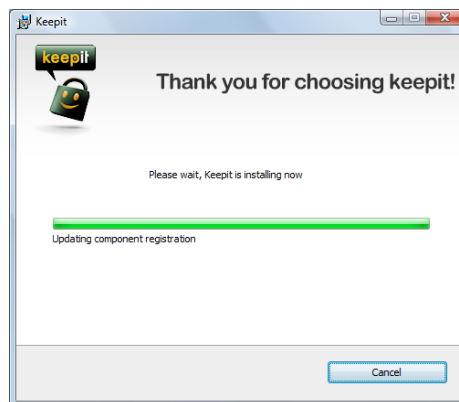


## The Installation

The installation begins as soon as the icon that is saved on to the desktop is clicked (if you have saved the .exe to your computer) or the Keepit.com installation wizard begins the installation if you have selected to run the installation process directly. The first screen requires the user to accept the terms and conditions of the service offer.

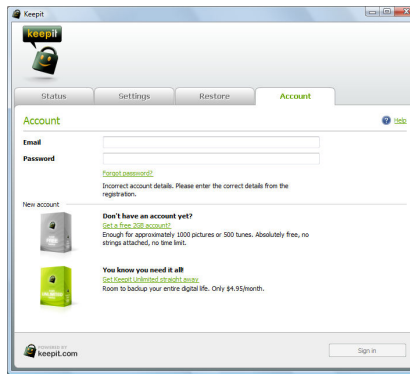


That's it. The rest of the installation is automatic and the user has to wait only a few seconds before they can begin to configure and specify the files and folders they want to backup!

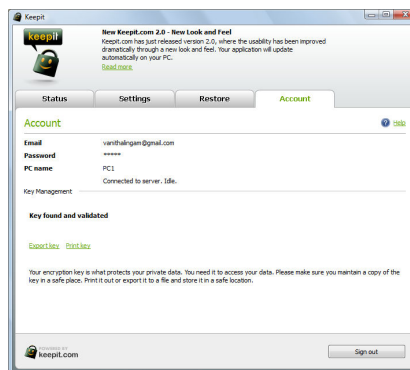


## Invoking the Configuration Panel and Using it Login

A small icon is deposited in the system tray for invoking the application. The configuration panel opens with the "Account" tab active. The user has to enter the user name and password they received by email up on registering for the product.

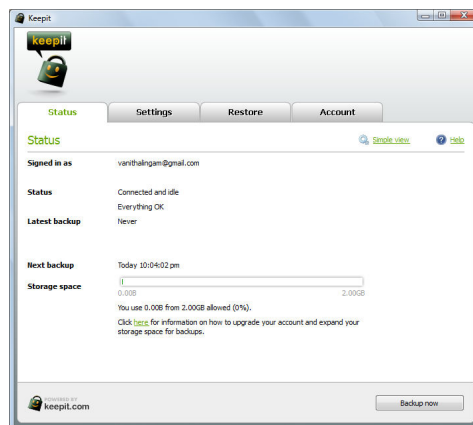


Once this is entered, the application checks for the encryption key that was automatically generated during installation and validates it. The status of the login is then displayed to the user. Note that the user can sign out of the configuration panel at any time. No backups will happen until the user signs in again.



## The Status & Backup

The “Status” tab on the configuration panel displays the status of the backup(s) performed so far, the date and time for the next backup, the amount of data backed up and also provides a link for users who might be interested to upgrade their account.



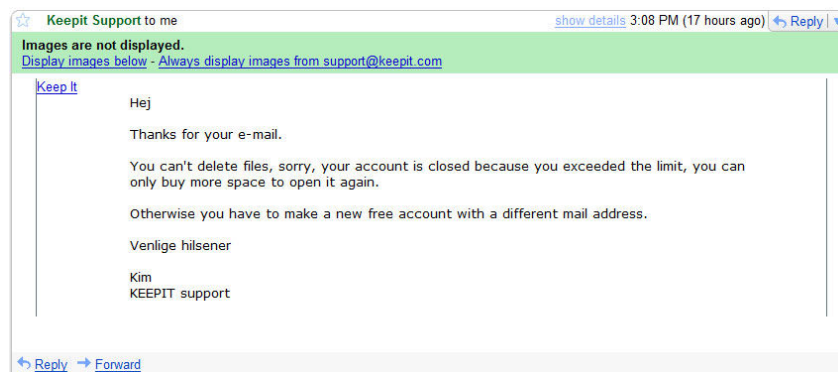
Users can also initiate a backup immediately by clicking on the backup now button.

Audio, video, documents and files with different kinds of extensions can be backed up. Backup history is maintained for 30 days.

The initial backup has to be continuous. If this backup is interrupted during the initial backup, the backup process will have to re-start from the beginning. However, later backups are incremental and if a backup is interrupted due to power failure or other reasons, the backup can resume from the point at which it left off.

During the test drive, we tested it the free account using files with more than 2 GB of data. The system did not issue any warning that the user is exceeding the limit and proceeded to back up the data. However, we were unable to login to the account thereafter as we exceeded our limit. We emailed Keepit.com support at [support@Keepit.com](mailto:support@Keepit.com), asking them how we could delete excess backed up data so that we could remain under our 2 GB limit. This request elicited a response in Danish even though the language specified during download was English.

After more requests for communication in English, we received a mail saying that “files once backed up cannot be deleted” and that the “account has been closed” and that we needed to “open” a new account as the space allotted for backup had been exceeded and the user would have to buy space in order to activate the account. Alternately, it was suggested that we go in for a fresh account with a different email id. It would have helped if Keepit.com informed us that we were exceeding our limits during the actual backup. A screen shot of the mail we received from Keepit.com’s support team is placed below:



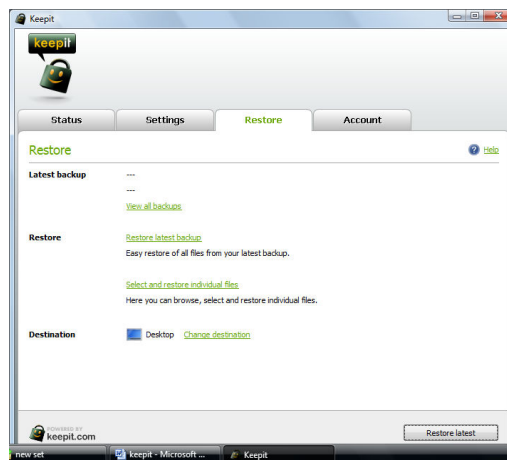
## Specifying Settings

The “Settings” tab facilitates folder selection, scheduling of automatic backups (provided the user signs in on the days specified and at the time specified), and also for invoking an immediate backup process using the ‘Backup Now’ button.



## The Restore Option

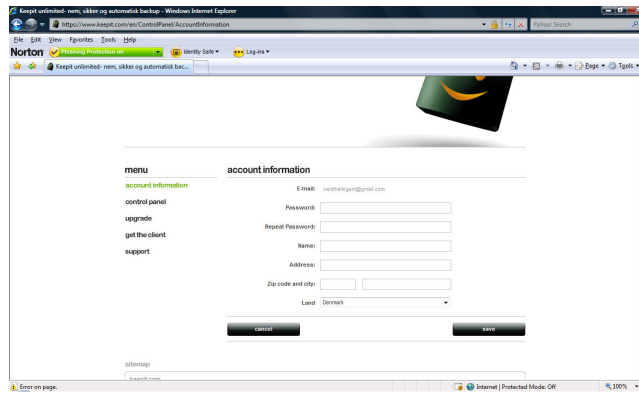
The “Restore” tab on the configuration panel allows users select the kind of restore operation that they would like performed. Users may choose to view all backups and select the backup they would like to restore. They can select easy restore by clicking on “restore latest backup” or they can “select individual files for restore”. These options restore the files to the default location on the desktop. However, the user can change the destination folder for restore by clicking on “Change Destination” option and specifying the location to which the files and folders should be restored.



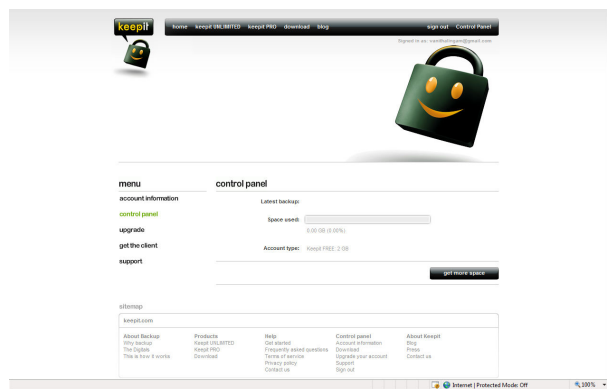
The restoration of files and folders from the server to the desktop was also extremely quick. The restoration of the latest backup of 2GB took less than 30 minutes to complete.

It is possible to restore all your files and folders to a new PC from the online Keepit.com backup server. All the user needs to do is install the Keepit.com Client on the new PC, log in using the user id and Password. Once the log in is complete, the system checks for the encrypted key. Users can import the encryption key by entering the key that was generated during the install on the previous PC.





They can also view the status of their backup or the amount of space used and space available for use on the server.



## The Keepit.com Website

The Keepit.com website interface is user friendly. Navigation to the different parts of the website from the home page is easy. Prominent buttons located in a tool bar at the top of the site point the user to the different pages of the site. The buttons are also very few and are labeled appropriately.

## Support

The Keepit.com support team is very proactive and responsive. Support is available via email at all times. A contact form on the web can be used to email support for help. Although telephone support is not available 24x7 at this time, Keepit.com covers 11 hours a day during the week and 8 hours on Saturdays answering phone and email enquiries. Keepit.com is planning to increase the support hours to 24X7 by the end of 2008. As a new entrant to the online backup industry, Keepit.com's support is excellent.

## Conclusion

Keepit.com is backed by [Cohaesio](#), a successful company that also owns [Surftown.com](#). Cohaesio's core competencies in managing infrastructure support for a large number of customers and complex storage solutions allowed Keepit.com to easily enter the online

backup industry. Keepit.com is not a “new start up” that could disappear tomorrow. It is investing heavily in this online backup venture by adding services in several languages.

Keepit.com was able to quickly launch a complete and competitive solution in short period of time as a subsidiary of a bigger company. Keepit.com offers a very impressive product that focuses on simplicity at a very competitive price. The interface is user-friendly. Its download and upload speeds are excellent. There are no unnecessary clicks or complex settings to go through during the set up, backup and restore process.

Keepit.com excels in simplicity without compromises on security and safety. Keepit.com shows the way to provide simple and secure backup for the non-technical user. Keepit.com has just launched its North American operations, and it is ready to play a challenging competitor role against the major players in the online backup industry. Keepit.com’s future looks very promising. We highly recommend Keepit.com.

---