



Why choose Ireland as your online backup location?

Ireland is among the world's most sought after and successful investment locations. Local policies have greatly encouraged this. In excess of 1,400 overseas companies do world-wide business from Ireland. Few countries can equal Ireland's benefits of location, demographics, language, climate, telecommunications and economics. It is for these reasons that it is an ideal location for secure online data backup.

#### Location

Ireland is approximately 30 km west of mainland Britain and lies among the westernmost part of the E.U., with the Atlantic ocean to the West and the Irish sea to the East.

#### Demographic data

Ireland has a population of circa 4 million people. Approximately 37% of the Irish population are under 25. This compares with the European average of approximately 29%

#### Language benefits.

Ireland is the only English speaking member of the euro-zone. The quality of education is very high. Over one third of students continue to third level. The availability of other European language speakers as a first language is high because of the continued immigration to Ireland from other countries world-wide.

#### Climate

The climate is mild. Temperatures average between 4°C and 7°C in January and February while 14°C to 19°C are the average in July and August. Mild but regular periodical rainfall result in healthy pasture land. The continued growth in high tech and financial markets have resulted in specialising in rather than reduction of agri-business. Ireland has secured its agricultural markets through proof of quality, positive adoption of organic farming and smart international takeovers and reverse takeovers in important markets.

#### Telecommunications

The Irish telecommunications market has been fully de-regulated and over 30 companies have entered the market. Significant investments in recent years have provided optical networks and best of breed national and international connectivity. Ireland's national telecommunications backbone is already over 98% fibre.

#### Economic data

The economic history over the past decades and outlook for the future are very encouraging.

The average growth in gross domestic product for the years 1995-2003 was 8% compared to an OECD average of 2.5%. Despite a shortage of natural resources, the value of exports has exceeded imports since 1985 and exports now account for three quarters of national output, which is a level unique in Europe. The trade surplus for 2003 was €34.66 billion based on exports of €82.18 billion and imports of €47.52 billion.

What to look for in an online backup location:

Region not prone to natural disaster. Region with mild, safe climate. Region not at war or at significant risk of same. Region with stable democratically elected government. Region with proven economic performance over a long period. Region with an educated populace and net inward migration. Region with excellent telecommunications infrastructure.

In summary:

Ireland is a neutral country with a mild climate and in a region not prone to natural disasters. This status, climate and location make it a very safe place for online backup. The security of the Irish democracy and the proven economic track record coupled with its' young educated populace and continued inward migration ensure this status is set to continue. It is difficult to consider a location more ideal as an online data backup location. Secondary and tertiary regions for mirror service may change relative to cost but our primary secure location for online backup is Ireland.

#### Source

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