

# Tourist Pics NYC Drobo 5Dt Case Study

## Tourist Pics NYC - Exploring Expandable Storage Options



### Overview

Tourist Pics NYC, New York City's premier on-location photography service, provides NYC's visitors and clients with exquisite photographic memories of their day.

The Founder, Dennis Newsham, takes pride in his team's expertise in photography and knowledge of the city. Combined, these strengths provide clients with iconic photos of themselves against the glamorous backdrop of NYC, along with a fun, camera-free experience.

Tourist Pics NYC offers a variety of photography packages to meet clients' needs. Options include accompanying clients on their own itineraries or exclusive destinations hand-picked by Tourist Pics NYC's experts. After the adventure, the pictures are printed in an album that provides a lifetime of memories.



### Challenge

Tourist Pics NYC captures hundreds of photos of every client. This adds up to a huge amount of data. With their growing amount of clients and photos, they started to face challenges with backing up and storing the photos, while also being able to quickly edit and turnaround the photos to their clients.

"Due to the nature of our growing business we were facing the challenge of finding an adequate storage solution that is expandable and able to grow with our business," Newsham said.

### Solutions



Newsham first heard of Drobo while researching RAID storage units online. He then visited Drobo at the PhotoPlus Expo in NYC. Drobo experts helped him find the right Drobo for his company's workflow.

The Drobo 5D Turbo (5Dt), a direct-attached model, was the perfect choice for his company because it optimized their workflow. Since they download their images directly to the computer, they are able to quickly edit the photos through Drobo 5Dt and keep the client's photos securely backed up.

### Challenge

Tourist Pics NYC captures hundreds of photos every day for their business. They wanted a storage solution to protect their clients' photos, while also having the ability to download and edit large amounts of data.

### Solution

They optimized their workflow with the blazing-fast Drobo 5Dt. It's able to securely protect their client's photos, while also having powerful performance.

“Tourist Pics NYC runs on Drobo simply because it is a high-quality product matched with quality support that will grow with us and take the stress away, Newsham said.”

One of Newsham's favorite features about Drobo 5Dt, is the support and peace of mind that comes with the complete solution. The unit comes with 3 years of DroboCare, which provides help and support with any complications, and a mSATA card for an extra boost of blazing-fast performance.

"Drobo 5Dt can grow with our business and we can feel confident that our storage needs are met," Newsham said. "Along with that performance has improved, so more can be done with the same amount of time."

## Results

Tourist Pics NYC did not have to sacrifice performance or speed with Drobo. They can now feel safe knowing their client's photos are safe and don't have to worry about storage restrictions because of the expandability.

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