



Russell Cook, MD SIRE Technology. High res jpeg available

A new website, new services and new legislation provide opportunities for both SIRE Technology and its customers.

In response to rapidly changing technology, evolving business models and imminent legislative requirements, SIRE Technology today made a number of significant announcements. The company, a supplier of hybrid cloud solutions which meet the requirements of many organisations' business continuity plans, unveiled its new website; www.sire.co.uk; launched a new data storage capability, S3 Object Storage, and is initiating a campaign aimed at educating and advising organisations of their responsibilities and requirements with regard to the GDPR (EU General Data Protection Regulation) which will become law in less than 12 months.

Russell Cook, MD, said: "Since our formation over 20 years ago, we at SIRE have been committed to offering solutions that help businesses solve their problems. The requirements of GDPR are complex and varied but at its crux is the need for organisations to be far more vigorous in how they record, handle and transfer data. One aspect that is causing concern for some is the increased focus on sanctions for those that don't comply. He continued; "We don't want to scare people but we do want them to be aware of the necessary compliance stipulations and let them know that we can help them meet their legal requirements and in the process we may also help them improve their own business processes." One initiative that the company will be developing is a series of on-line tutorials and videos about data storage and handling that companies will be able to access and incorporate as part of their staff induction processes, thus meeting that one element of the new legislation.

SIRE's latest service offering is based around S3 Object Storage, where the key is recognising that not all data has the same value nor does it all require instant retrieval should there be a break in normal IT services. By using this solution,

businesses are able to implement the dynamic migration of their data from physical, on-site storage facilities to off-premises cloud storage, which have a near infinite capacity. The SLAs (service level agreements) can be tailored to meet individual requirements alongside financial constraints but all within the boundaries of the latest legislation and with the guarantee that data is being stored in a jurisdiction that is governed by UK Data sovereignty laws. SIRE describe the service as being 'forever active' and the data can be managed to each company's own unique requirements, both in the data centre and on the cloud. For more information about S3 Object Storage visit <http://www.sire.co.uk/cloud-solutions/object-storage>

The final announcement from the company concerned its new website www.sire.co.uk . This has been completely redesigned to reflect the company's true capabilities and to provide customers and potential clients with a real insight into not only the technology, but also some of the current issues and hot topics that they may be encountering in their day to day business. The site currently features a number of white papers on issues such as password security, Big Data and Business Continuity Planning.

Background

With over twenty years' experience, SIRE is an established and award winning provider of Cloud technologies, systems and processes. These often innovative business continuity systems and processes make a real difference to the operations of their customer organisations. Using IBM's Spectrum Project (formerly TSM) and its own software, Reviiver, SIRE enables its customers to focus on their core activity whilst SIRE manages their infrastructure. By using a combination of the latest Cloud computing techniques and virtualisation, SIRE provides organisations with a reliable, flexible and financially viable IT infrastructure coupled with a robust Business Continuity Plan, that is scalable and future proof.

For more information on SIRE, its products and services visit www.sire.co.uk or take a look at the You Tube channel: https://www.youtube.com/channel/UCRBiiVFxt_peekrjGN6hw

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