

Helping companies weather natural disasters

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During the recent power outage brought on by Hurricane Ike, when many Cleveland residents and businesses were without electrical power or phone service, Ronnen Isakov could sleep easily.

Isakov, director of SS&G Healthcare Services, knew that all of his company's and his clients' vital information was backed up and stored at BlueBridge Networks, a sophisticated data retrieval and storage center that secures computer data and IT assets so critical information remains available before, during and after a crisis.



BlueBridge Networks CEO Neil Adelman in the secured computer area that houses clients' data.

"By protecting our data, our clients in Florida and Michigan do not have to worry when there is a major power outage in Cleveland," says Isakov.

"Our customers have zero tolerance for down time, so we have multiple backup power systems in place in our secure computer data storage rooms," says Neil Adelman, 43, CEO of BlueBridge Networks. The facility can sustain a power outage for a week-and-a-half before its 2.1 Megawatt diesel generators require refueling to meet their 6,800-gallon capacity.

Among Adelman's varied clientele are hard-goods manufacturers, healthcare providers, e-commerce websites and government agencies. American Municipal Power of Columbus just became the newest client entrusting BlueBridge to provide IT backup for dozens of Ohio municipalities.

BlueBridge Networks occupies 20,000 square feet in the Sterling Building in downtown Cleveland. The anti-static floors are raised to provide miles of cable and wire access. Over 240 tons of cooling capacity, located under the floors, funnels cool air to the computer rooms.

"We are like Club Med for computer systems," quips Adelman. "We pamper and provide them with everything they need to operate in the optimal manner."

BlueBridge clients sign a multi-year contract and pay a monthly service charge. The current economic downturn has not affected business because "companies still budget for disaster recovery and business continuity," says Adelman. "This is a fixed expense like an insurance policy."

Since much of the information stored at BlueBridge is sensitive, Adelman is vigilant about providing state-of-the-art security systems. Physical and video patrols of the data center occur around the clock.

A native Clevelander who served as a paratrooper for the Israel Defense Forces in the late 1980s, Adelman says his experience living and working in Israel provided him with the "chutzpah" to start his own business.

Adelman had a strong background in Internet, IT and telecommunications before he opened BlueBridge.

"The increase in data that most companies generate grows by 40% each year, and I knew many companies did not have the infrastructure to save and secure this data and have it available at a moment's notice," he says. Adelman developed BlueBridge to bridge that gap.

Cleveland is an ideal city for his type of business, says the Cleveland Heights resident. In a recent study by SustainLane.com, he notes, Cleveland ranked as the third-safest city in the United States based on the probability of hurricanes, major flooding, catastrophic hail, tornado super-outbreaks and earthquakes.

"Companies around the world looking to secure their invaluable data in a safe city with the least odds of a natural disaster appreciate that our company is located in Cleveland," says Adelman.

The company just invested \$1.2 million for expanding and enhancing its redundant uninterrupted power supply capabilities.

Adelman's connection to Israel and the Jewish community remains strong. He and his Israeli-born wife Rivka and son belong to Chabad Jewish Center of Solon. Recently, BlueBridge teamed with Med-I of Tel Aviv, Israel's premier hosting provider.

"Both of our companies can provide reciprocal data center services for firms who conduct business in Ohio and Israel," says Adelman. "Our collaboration can also help to strengthen economic development opportunities here in Northeast Ohio."

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