

CARSON TIMES

Offsite Data Depot combines IT with Record Storage solutions

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Employees of Offsite Data Depot stand outside their new building in east Carson City. Appearing from left are Gerd E. Poppinga, 32, member/owner, Susie Olson, 37, office manager, Brian Olson, 42, member/owner, and Gerd G. Poppinga, 61, sales and operations manager.

There's a business in Carson City that may not be able to reduce the amount of record-keeping with which your office has to deal, but they may have the perfect solution to the problems of how and where to store those filing cabinets full of paperwork that are the result.

In the early '90s, the advances in computer technology held the promise that we would soon all be working in "paperless" offices. All of our information and data would be recorded digitally and stored in computer files and on mainframe databases, eliminating the need for bulky and massive reams of paper documents -- or so the dream went.

In the past 15 years, the workplace has certainly seen an exponential increase in the use of computers. But few businesses have reported a corresponding reduction in hardcopy, physical paperwork.

In fact, rather than creating a paperless environment, the digital revolution seems to have increased the number of records that are kept. When information is entered into a computer's database, more than likely, at least one copy of that file is also printed onto paper, effectively doubling the amount of documentation.

Not only is your computer memory filled with records, but the papers that weren't even supposed to exist any more are now piling up throughout the office.

Records center to open

Offsite Data Depot LLC, which has been operating out of offices on Fairview Drive since last March, is just about to open up a records center at their new facility at 4034 Technology Way.

The two men who run Offsite Data Depot aren't newcomers to working with the record-keeping needs of small business. Brian Olson has been involved in records center management for more than a decade, while Gerd Poppinga is the founder of a document imaging company, Data Storage Associates.

Both have their business roots in Northern California, and Poppinga relocated his Data Storage Associates to Dayton in 2004. In March of 2006, DSA merged with Offsite Data Depot, and the main thrust of the business since then has been technical services, such as automated online computer backups, Internet spam filtering and document imaging and scanning.

The two have been hands-on in addressing various record-keeping needs of businesses in the Carson and Reno area. "We are both very involved in sales and marketing, as well as networking, throughout the surrounding region," says Poppinga. Combining services But this February, the pair plans to move from the purely digital realm into the area of providing storage for all of that paperwork that is still required of a business. And they are using their extensive IT experience to store these records in a way that makes document retrieval just one more marvel of the modern world.

Offsite Data Depot cites a sophisticated data management system and bar-code program that puts clients' materials at their fingertips, despite the vast storage area of their newly acquired Technology Way facility.

Offsite Data Depot will continue to offer digital imaging services, as well as other IT-related projects, but Poppinga and Olson also see a growing need for the convenience of a well-run off-site record storage facility.

"Thanks in part to new government regulations, the need for effective document storage, management and certified destruction has grown significantly in the past decade," Poppinga said.

So while the computer age may not have eliminated the need for paper copies-- and copies, and copies-- the same computer technology, in the hands of Offsite Data Depot, has led to one high-tech solution to the record-keeping problem.

Poppinga believes that the company's data storage services coupled with the technical services that they have been offering over the past year, will provide "significant growth and job opportunities." And when Olson and Poppinga have to file the paperwork for their future new employees, they've got just the offsite facility in mind for storing the forms and documents.

MORE INFO:

Offsite Data Depot's offices are located at 1175 Fairview Dr., Suite 1. Their storage facility is on 4034 Technology Way, off of Arrowhead. They can be contacted at 888-9933 or www.offsitedatadepot.com.