



*Making the complicated
clear for Richardson Eyres*

Landscape

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Richardson Eyres were in need of some technical Illustrations that would demonstrate the detailed nature of their new data service 'RE Cloud Backup as a Service'. We produced three illustrations, each one outlining a different feature of the Service: 'Back Up', 'Testing' and 'Reliable Disaster Recovery'.

The drawings had to simplify these complicated processes but simultaneously be technically accurate. The illustrations were then used digitally as a sales tool to promote the benefits of using RE Cloud Backup as a Service and ReliableDR and to explain the complex processes to potential customers.