

## Case Study

### Managed Service Providers Simplify How They Offer Cloud Backup Services with Asigra Converged Data Protection Appliances for MSPs



- “In-a-box” solution reduces the overall backup storage footprint and simplifies administration
- Enjoy huge time savings – be up and running within 30 minutes
- Eliminate the overhead of managing multiple vendor contracts.

CONTINUITY  FOCUS

 DR FORTRESS

**Data Storage Corporation**  
Excellence in Data Protection & Recovery

## SUMMARY

A recent [study](#) named cloud-based backup and recovery as the No. 1 cloud service for new revenue-growth potential for Managed Service Providers (MSPs). Yet for some MSPs seeking to grow managed services revenue, finding a way to easily deliver these services can present hurdles. Researching, sourcing, procuring and designing the infrastructures needed to securely offer backup services can be expensive and time consuming.

Asigra helps simplify the experience of offering cloud backup services by eliminating the upfront effort associated with sourcing infrastructure, enabling MSPs to get to revenue faster. The Asigra Converged Data Protection Appliances for Managed Services Providers provide a range of pre-built, pre-optimized all-in-one units that vastly reduce the resources required for MSPs to offer cloud backup and recovery services, enabling them to have these services up and running in a matter of minutes. Below are several customer success stories that illustrate how MSPs simplified their implementation of cloud backup and recovery services, got to market faster, with Asigra Appliances.

## THE PRODUCT

Asigra Converged Data Protection Appliances for Managed Services Providers deliver cloud backup and recovery software, hardware and services “in a box.” MSPs can simply plug in the Asigra Appliance, run the set-up wizard, and start protecting customer data in a matter of minutes. The appliance comes pre-integrated with award-winning Asigra Cloud Backup™, an agentless comprehensive, multi-tenant data protection solution for all data sources, regardless of platform, including virtual and physical servers, Docker containers, enterprise databases and applications, and endpoint devices such as desktops, laptops, tablets and smartphones. Asigra Cloud Backup also backs up SaaS-based office systems such as Microsoft Office 365, G Suite (formerly known as Google Apps), and Salesforce, plus PaaS sources such as Amazon Web Services and Microsoft Azure. All Asigra Appliances are administered through an intuitive GUI, and don't require special skills or training to get up and running.

## BUSINESS BENEFITS

- Competitive differentiation — win more business with a comprehensive solution that can protect virtually all corporate data sources.
- Low operational costs that are 40-50% less than competing solutions.
- Faster time to revenue — have your data-protection service up and running in minutes.
- Greater agility and flexibility to scale as your practice grows.
- Included Virtual Machine (VM) replication means you may be able to stop paying for third party replication tools.
- Get an enterprise-grade cloud backup and recovery service up and running with minimum upfront cost and limited IT staff.
- Complement existing backup technology with an Asigra Appliance to agentlessly protect emerging data sources such as Docker containers, Microsoft Office 365 and Google Apps.
- Deploy an Asigra Appliance to your customer's data center or remote branch office for local backup.
- Meet your customers' most stringent recovery time objectives (RTOs) and recovery point objectives (RPOs).

## KEY FEATURES

- Comprehensive data protection for all data sources, regardless of platform.
- Easy deployment. Have your service up and running in minutes.
- True black box solution. Everything can be done from the built-in web console.
- Built from proven and reliable open source components including FreeBSD and ZFS.
- Single integrated, multi-tenant solution — view and administer protection across all of your customer's data sources from the same GUI tool.
- Available in 1U, 2U, and 4U appliances.
- Full support of the entire software stack from Asigra's 24x7 global support team; 5-year manufacturer's warranty on the hardware.

Built from commodity hardware and storage, Asigra Appliances enable MSPs to earn more margin by minimizing CAPEX and operational costs. The initial purchase of an Asigra Appliance includes 1TB of Asigra Cloud Backup Free Forever production-ready software under the **Recovery License Model**, enabling MSPs to start offering backup services immediately. Unlike other appliances that require purchasers to buy software capacity, Asigra Appliances provide MSPs with the flexibility to start small and grow their capacity when needed.

## PARTNER SUCCESS WITH ASIGRA APPLIANCES

Multiple Asigra partners have deployed Asigra Appliances to add cloud backup to their managed services portfolio, or have implemented Asigra Appliances as a cost-effective and easily managed solution for extending existing backup services. Read on to learn how the following MSPs have taken advantage of Asigra Appliances to quickly deploy cloud backup services and get to revenue faster.

### CONTINUITY FOCUS

**Continuity Focus** is a consulting value added reseller (VAR) and MSP based in Santa Clara, CA, that offers a complete suite of technical services for security-conscious organizations. They bring a diversity of experience and skills to designing and implementing IT solutions for businesses, institutions, and government agencies.

Continuity Focus carefully customizes services to fit their customers' needs and values. They also partner with most major hardware and software manufacturers to provide turnkey solutions in both sale and managed service models.

As part of its portfolio of services, Continuity Focus offers offsite backup and disaster recovery services based on Asigra Cloud Backup.

Continuity Focus had developed its own storage stack to run the Asigra software. "The economic model of Tier 1 storage is not practical for backup service providers," said Jon Newman, of Continuity Focus. Since it was a "build-your-own" system, the Continuity Focus internal IT team had



to maintain the storage stack itself, which added complexity and overhead to the service offering.

Continuity Focus decided to substitute their existing backup storage system and replace it with pre-configured, pre-optimized Asigra Appliances.

“The Asigra Appliance greatly simplified and streamlined support of our backup and disaster recovery services by reducing the number of moving pieces associated with the Asigra solution. The Asigra Appliance has been highly stable and requires less support and maintenance effort to keep it up and running.”

**Jon Newman, Continuity Focus**

“The appliances have reduced the overall backup storage footprint within our operations, and they have also simplified the administration of the Asigra platform as it now requires fewer skills to keep Asigra up and running,” said Newman.

### DRFORTRESS

**DRFortress** is the largest and the only carrier-neutral data center and cloud services provider operating in Hawaii. Based in Honolulu, DRFortress provides network neutral colocation and cloud services to enterprises, content companies, system integrators, carriers, wireless service providers, cable companies and ISPs. The mission of DRFortress is to manage and maintain world-class facilities

and cloud service offerings so that customers can focus on their core business.

As there is no other Hawaii-based provider with a similar footprint, service portfolio, experience and skill set, DRFortress is able to assist both international and local companies with maintaining and securing their mission-critical systems and business continuity plans.

DRFortress signed on as an Asigra partner in 2014, initially running the software and the backup capacity on their own Linux-based infrastructure. However, when Asigra began offering the Asigra Appliances in 2015, DRFortress implemented the in-a-box solution to simplify its infrastructure management and training needs.

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“The Asigra Appliance makes offering cloud backup and recovery services much simpler from a maintenance perspective. By purchasing an all-in-one solution from one vendor, we no longer have to manage multiple vendor contracts. That means we have less to worry about and it lets us focus on capturing new business.”

**Charles Lerch, Director of Solutions Engineering, DRFortress**

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The Asigra Appliance also removed the need to train employees to operate the software on an infrastructure that wasn't optimized for backup and storage. "Training time is much faster with the Asigra Appliances, and we don't need to train anyone on Linux anymore," said Lerch. "We can get our people up and running much more quickly, with a 50 percent reduction in training time required to train teams on the Asigra solution.

"Overall, the Asigra Appliance has delivered DRFortress a clear benefit by reducing the amount of infrastructure we manage, and this frees up resources to focus on other business initiatives," says Lerch.

## DATA STORAGE CORPORATION

**Data Storage Corporation (DSC)** is a leading provider of professional services focused on data protection and business continuity solutions that help organizations of all types and sizes protect their data, minimize downtime, ensure regulatory compliance, and recover and restore data quickly. The company is headquartered in Garden City, N.Y. with additional offices in Warwick, R.I., and Boston, Mass.

By leveraging leading technologies through partnerships with industry leaders such as IBM, Dell, Cisco Systems, and VMware, DSC delivers and supports a broad range of premium solutions for both Windows and IBM iSeries environments through its data centers. These solutions include offsite data protection and recovery services, High Availability (HA) replication services, email compliance solutions for e-discovery, continuous data protection, data de-duplication, virtualized system recovery and telecom recovery services. DSC offers its solutions and services to business, government, education, financial services and healthcare industries by leveraging leading technologies, such as virtualization, cloud computing and cloud storage.

Jeff Lohne, an engineer at DSC, said the company initially purchased two Asigra Appliance one-rank units (IU) to provide failover backup replication for a customer.

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“We installed one appliance at the customer's site for local storage and installed one appliance in our DSC data center for replication. We were impressed because the appliance was so simple to install on the customer site. We were able to have the appliance up and running within 30 minutes. This is a huge time savings.”

**Jeff Lohne, Engineer, Data Storage Corporation**

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“We installed one appliance at the customer’s site for local storage and installed one appliance in our DSC data center for replication,” said Lohne. “We were impressed because the appliance was so simple to install on the customer site. We were able to have the appliance up and running within 30 minutes. This is a huge time savings.”

“All we have to do is install the Asigra Appliance on the network, click a couple of buttons and it's working—replicating data from the customer site to our data center,” he said. “It provides customers with faster restores and the customer does not have to have their own infrastructure, providing a significant cost savings.”

Lohne also said that the Asigra Appliances are easy to manage. “The web interface is integrated with the appliance, making it much easier to manage and receive notifications and alerts. The appliance’s five-year warranty and hardware support provided by Asigra also means that

we do not have to source hard disks, which is another time savings for us,” said Lohne.

DSC recently purchased two four-rack units of the Asigra Appliance for a larger customer that has 30 to 40TB of data, and growing. When asked if DSC will be purchasing more Asigra Appliances, Lohne said,

“Definitely, we will continue to purchase more appliances based on customer business requirements. If business requirements call for local storage at the customer site, the appliance makes it easy for us to install a DS-System for replication at a customer site.”

**Jeff Lohne, Engineer,  
Data Storage Corporation**

## Get more information

To speak to an Asigra Recurring Revenue Specialist about how to leverage the Asigra Appliance to start offering cloud backup services and earning monthly recurring revenue, email [info@asigra.com](mailto:info@asigra.com) or call **1-877-736-9901** or **416-736-8111 ext. 1453**.

To start your free, no obligation trial of Asigra Cloud Backup software, go to <http://www.asigra.com/buy-now>.

To order an appliance, please contact [info@asigra.com](mailto:info@asigra.com) or call **1-877-736-9901** or **416-736-8111 ext. 1453**.

## About Asigra

Trusted since 1986, Asigra provides organizations around the world the ability to recover their data now from anywhere through a global network of partners who deliver cloud backup and recovery services as public, private and/or hybrid deployments. As the industry's first enterprise-class agentless cloud-based recovery software to provide data backup and recovery of servers, virtual machines, endpoint devices, databases and applications, SaaS and IaaS based applications, Asigra lowers the total cost of ownership, reduces recovery time objectives, eliminates silos of backup data by providing a single consolidated repository, and provides 100% recovery assurance. Asigra's revolutionary patent-pending Recovery License Model provides organizations with a cost-effective data recovery business model unlike any other offered in the storage market. In 2015, Asigra Cloud Backup was named the **Top Enterprise Backup Solution** and achieved silver in Storage Magazine's **Products of the Year**.

More information on Asigra can be found at [www.asigra.com](http://www.asigra.com)

