

## Success Story:

Blueshift Data Protection, the Leading Provider of Storage-as-a-Service and Cloud Storage Solutions in Japan, Offers Asigra Cloud Backup To Enhance Customer Service.



### Blueshift Data Protection Profile

- Based in Tokyo, Japan
- Recently launched DataProtect Service, Powered by Asigra, in Osaka and Singapore and plan to expand to Hong Kong
- Asigra Partner since 2012



**BLUESHIFT**  
DATA PROTECTION

## Offering Asigra Over Iron Mountain

A pioneer in the Japanese cloud backup services market, Blueshift Data Protection has been delivering secure, off-site, disk-based, data backup, recovery and archiving solutions for a range of clients for years. They have developed and delivered unique cross-platform data backup solutions that effectively reduced client costs, decreased risk and improved service levels.

Previously, Blueshift has almost exclusively offered solutions from Iron Mountain, but with recent acquisitions in the industry, the company lost contacts and market momentum. With a desire to maintain their high level of customer service and data protection, Blueshift searched and found a solution that fulfilled all of their needs, and more importantly, all of their customers' needs – Asigra Cloud Backup™.

“We’re looking forward to growing with Asigra as they continue to enhance their award-winning data backup and recovery software to address new and developing technologies.”

**Brent Reichow, CEO, Blueshift Data Protection**

## Award-Winning Agentless Software Improves Security

“Offering Asigra Cloud Backup to our clients has definitely had a positive impact,” said Brent Reichow, CEO of Blueshift Data Protection. “Asigra gives us a lot of solution flexibility, as there is almost no server environment to which we can’t deliver a backup and recovery service. This has given our team and our partners increased confidence in meetings and in the proposal process.”

A feature that Asigra Cloud Backup offers is agentless architecture. Asigra Cloud Backup doesn't have to be installed on every machine that requires backup. It can be installed on a dedicated machine and reach out over the network to backup files, operating systems, and application data – anything that needs to be backed up. Being agentless, Asigra cuts down on agent pollution and makes it easier to install and operate in complex environments.

## Asigra Success Story: Blueshift Data Protection

## Asigra Makes Almost Anything Possible

“Our clients appreciate the flexibility offered by Asigra Cloud Backup, Recovery and Restore, especially as it compares to standard tape backup, DAS and NAS solutions,” said Reichow. “Asigra makes almost anything possible from a data backup and recovery standpoint. Prior to offering Asigra Cloud Backup, we had to turn down a number of large and complex enterprise opportunities because our service couldn't address the customer's critical server backup needs. Now we're in continual contact with our partners and customers, which means we're receiving new leads weekly and feel confident we can handle any complex environment.”



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**Brent Reichow, CEO, Blueshift Data Protection**

## Sharing Ideas With The World

As a new partner, Blueshift is impressed with all of the value add that Asigra offers its partners beyond the award winning technology. The partner program that Asigra offers is a major benefit and includes extensive marketing and sales resources, along with the camaraderie of some of the world's largest services providers. “We’re looking forward to sharing ideas and best practices with other members of the Asigra global partner ecosystem.”

## The Goal: To Become The Largest Partner in Asia

Asigra provides value beyond software, by going beyond just being a technology provider, to a trusted business partner. Asigra aligns our business model with their business model from a sales, marketing and technology perspective. Blueshift will take advantage of this relationship as the company continues to grow.

“We have a goal to become Asigra’s largest and most influential partner in Japan and the greater ASEAN market,” said Reichow. “We’re looking forward to growing with Asigra as they continue to enhance their award-winning data backup and recovery software to address new and developing technologies.”

“Once you partner with Asigra, don’t be afraid to think outside the box,” said Reichow to managed service providers, who are considering offering Asigra Cloud Backup to their clients. “Look at the larger projects that you passed up or the complex projects in your territory that you were afraid to take on and Asigra can help you deliver a very good solution to handle those projects.”

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## 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 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 patented Recovery License Model provides organizations with a cost effective data recovery business model unlike any other offered in the storage market. Asigra has been recognized as a Gartner Cool Vendor and has been included in the Gartner Magic Quadrant for Enterprise Backup and Recovery Software since 2010.

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

