

Success Story:

BUMI (Backup My Info!) Capitalizing on Asigra's Marketing Support For Impressive Growth.

BUMI (Backup My Info!) Profile

- Based in New York City, NY
- Specializes in providing backup and recovery services to banking, financial, insurance, accounting, hedge funds and law firms
- Reached 500th customer milestone
- 2012 Small Business Strategy Award Winner from Smallbiztechnology.com and Prime Strategies
- 2012 Stevie Bronze Award for Sales & Customer Service Award Winner
- 2011 Asigra Top Service Provider Award Winner
- Asigra Partner Since 2002
- Winner: 10 Great Entrepreneurial Places to Work from NYReport.com – June 2011



Vertical Market Specialists

Founded in 2002 and based in New York City, BUMI (Backup My Info!) addresses critical issues associated with rapid growth of data, business continuity and regulatory compliance for professional service organizations, such as banking, financial, insurance, accounting, hedge funds, and law firms.

This market niche values highly personalized and responsive service and BUMI stands apart from other online backup and recovery service providers by offering award-winning customer service. To accompany their first-class customer service, BUMI offers best-in-class technology, of which Asigra Cloud Backup™ plays a central role.

“Our partnership with Asigra provides us with access to award-winning technology, as well as marketing and sales resources that are helping us grow our business.”

Jennifer Walzer, CEO and Founder of BUMI

The Benefits of A Close Relationship with Asigra

“BUMI prides itself on providing premium off-site data backup and recovery services. We don't cut corners, and our commitment to using the best available technology means we only partner with like-minded providers, who offer the same level of high-quality service and support that we deliver to our own clients,” said Jennifer Walzer, CEO and Founder of BUMI. “By offering a robust product, Asigra has been instrumental in allowing our team to focus on our award-winning support instead of wondering if the software is actually working. This is a huge advantage we gained from using Asigra.”

In addition to providing leading cloud backup and recovery software, Asigra also enables its partners to grow their business with a wide range of marketing tools and programs. One resource that BUMI has used to their advantage is the Asigra Hybrid Partner Automated Marketing Platform, which allows Asigra Partners to quickly and easily co-brand and launch turnkey cloud backup demand generation campaigns. As part of Asigra's commitment to helping partners claim their share of the growing cloud backup and recovery market, Asigra also provided BUMI with professional marketing support through a third party marketing firm to accelerate their pipeline expansion through demand generation initiatives.

Asigra Success Story: BUMI (Backup My Info!)

For BUMI, the partnership with Asigra has paid off, as the company recently announced its 500th customer, an impressive milestone for a company founded only a decade ago.

“By taking advantage of the turnkey cloud backup campaigns provided by Asigra with a few customizations specific to our business, we saw noticeable improvements in our demand-generation efforts, including a 20 percent boost in engagement and web traffic through social media sites and a 30 percent increase in the click through rate of our corporate newsletter. More significantly, since focusing more on our marketing efforts, our company has seen a 40 percent increase in the quantity of inbound leads in the first quarter of 2012 than it did during the same period last year.”

Jennifer Walzer, CEO and Founder of BUMI

Enhancing A High Level of Customer Service

To enhance its already high level of customer service, BUMI recently launched a new service called BUMI Cloud Recovery (BCR) that utilizes Asigra's agentless software to take bare metal backups of all a company's servers. “These hardware independent backups can be restored as virtual servers in BUMI's datacenter,” said Walzer. “Once the restored environment is intact, an organization's employees are able to access the network via a virtual desktop from anywhere in the world, provided there is an Internet connection. By implementing BCR instead of real-time replication, organizations have saved significant up front capital outlay of having to purchase standby hardware.”

As an agentless solution, Asigra Cloud Backup doesn't need to be installed on every machine that requires backup. The software can be installed on a single machine and reached out over the network to backup file systems, operating data – everything that needs to be backed up.

“We regularly receive happy comments from our clients who are using our backup and recovery services powered by Asigra,” said

Walzer. "They comment on the speed of the recovery that Asigra Cloud Backup provides, as well as the agentless feature and the bare-metal restore."

Priceless Peer to Peer Networking

"Our partnership with Asigra provides us with access to award-winning technology, as well as marketing and sales resources that are helping us grow our business," said Walzer. "As an active contributor within the Asigra global partner ecosystem and member of the Partner Advisory Council for North America, we are quite frequently asked for our insights and opinions on new programs, product features and methodologies. Asigra listens to their partners and takes our feedback very seriously, as many of our recommendations have been implemented."

The best part of being a member of the Asigra global partner ecosystem is being able to share best practices with other technologically progressive cloud backup and recovery service providers. "The peer to peer networking within the ecosystem is priceless. Other partners have been extremely helpful anytime we've needed support, and it's been very motivating to help challenge each other to think outside the box to solve complex business challenges and grow our individual businesses," said Walzer.

BUMI has also taken advantage of the annual Asigra Cloud Backup Partner Summit to help them grow their business. "Each time we've attended, our company has been at a different place in its evolution, which brought us new challenges. Having an annual summit to share ideas from a technology, sales and marketing perspective with like-minded peers who have experienced similar challenges, has been incredibly helpful for us. Every partner summit is a must-attend event!"

The Right Business Partner To Reach The Next Level

More than a technology provider, Asigra provides value beyond software by aligning business models from a sales, marketing and technological perspective. Asigra prides itself on the relationship it develops with partners, and as BUMI continues on the path of success, Asigra will continue to support BUMI.

"Over the years our partnership with Asigra has strengthened and is the cornerstone of our business. As we take on larger clients with more complex environments and more compliance challenges, we need to rely on each other to help us get to that next level of business. We believe Asigra is the right business partner to help us get there."

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

