

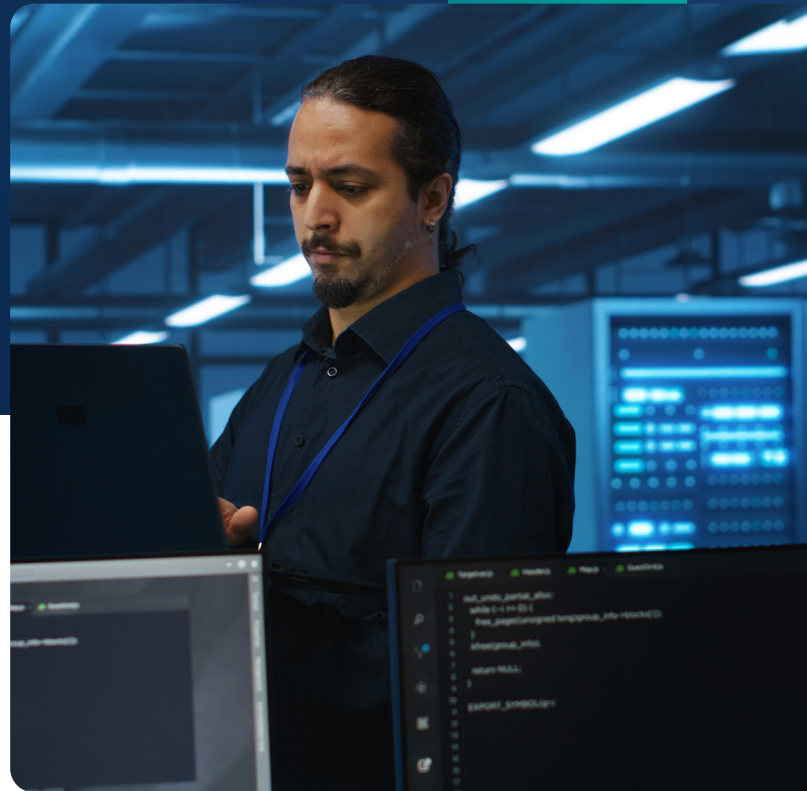
Centre Technologies Partners with Asigra to Set the Right Price on Enterprise Backup and Recovery

SUMMARY

When looking to profitably manage data backup as part of its cloud services business, Texas based Centre Technologies discovered Asigra. While the platform was technologically a perfect fit, Centre also needed to establish a pricing model that scaled to Enterprise clients with hundreds of terabytes of data. The Asigra Recovery License Model fit Centre Technologies needs and tilted the economics in its favour. Since becoming an Asigra Partner in 2014, Centre has grown its cloud backup business quickly, with its highly responsive Asigra Partner Relations Manager aiding sales efforts.

BACKGROUND

Centre Technologies provides IT solutions for enterprises in Houston, Austin, Dallas, New Orleans, and surrounding areas. Since 2006, Centre has built a thriving operation hosting core infrastructure and managing infrastructure and business needs including but not limited to Microsoft Exchange, Windows, SQL server and Citrix environments. With more than 80 densely configured blades in production and about 1,800 virtual machines, Centre Technologies manages more than three petabytes of storage across two Tier 4-rated co-location facilities in Texas.



BUSINESS SITUATION

For much of its history, Centre Technologies struggled with backup and disaster recovery. The solutions they used for both internal data protection and for the day-to-day backup needs of customers required a lot of hands-on administration to ensure they performed as reliably as clients demanded.

When Jesse Maldonado took over as Director of Centre's Cloud Computing Services division in 2012, he knew backup and recovery was an area of the business that needed some attention. He soon realized he needed to identify technology that made backups less of a headache. "There are a lot of vendors on the market that are very kludgy," says Maldonado. "Everyone knows there's ongoing maintenance that needs to happen. One of the biggest things I was looking for was a little less manpower-intensive."

Maldonado also believed cloud backup could offer some growth opportunities if he could find the right partner. “At Centre, we value our partnerships very much,” says Maldonado. “Our customers rely on us, and we want to be sure we’re doing right by them.”

Moving to a SaaS model appealed to him, but many solutions did not match the enterprise-grade protection he wanted to position in the market. “The majority of SaaS platforms require you to send your data to God knows where. We wanted the backups to be stored within one of our co-location facilities,” says Maldonado. Centre Technologies’ vision was to offer local backup as a value-add, providing customers with the assurance of knowing precisely where their backup data is located.

Price was a limiting factor, however, especially for the enterprises with 10 TB or more of backup data that Centre Technologies was targeting. “We wanted to bring something to the market that was more cost-effective than \$1 per GB,” says Maldonado. “We’ve seen a lot of our competition do a dollar per gig, but that is very cost-prohibitive when you’re talking hundreds of terabytes.” He could not afford to price Centre Technologies out of the market.

SOLUTION

Maldonado’s market research singled out Asigra Cloud Backup™ as a top prospect, and a two-month demo of the solution proved that, technologically, it was a perfect fit. In addition to being highly automated with an agentless architecture that greatly streamlined administration, the Asigra platform provided Centre Technologies with the ability to offer a SaaS-based backup model while still hosting customer data in private clouds in its co-location facilities.

“From a marketing and a sales perspective, that was huge for us,” says Maldonado. “I could tell the customer, I know exactly where your data is, and I know exactly how it is protected because we own the entire stack of where that data lives.”

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~Jesse Maldonado, Centre Technologies
Director of Cloud Computing Services

Maldonado also knew that Asigra Cloud Backup’s NIST FIPS 140-2 certified encryption would provide customers with crucial assurance of data security. “That has gone a long way with the bigger fish in our customer base. I can’t decrypt their data without the key, which must be provided by the client,” he says. “To this day, some customers have opted to own that key and have not shared it with us. We protect the key but do not have access to the data. I think that certainly gives them peace of mind.”

But Maldonado wanted to price the service right. “We knew that technology-wise, Asigra was where we wanted to go. It did everything we needed to accomplish,” he says. “We just needed to make the numbers work.” When he brought this to Asigra’s attention, they soon spotted the missing factor in his formula: Asigra Cloud Backup’s average deduplication and compression ratio of 3:1. Because Asigra’s Recovery License Model (RLM) is partly priced on a low fixed price for the amount of data storage capacity used after dedup and compression—not the total amount of data backed up—Maldonado realized this could be more cost-effective for prospective clients.

Another aspect of Asigra’s RLM that fell into place was Centre Technologies’ Recovery Performance Score. This calculation is based on the percentage of data an organization recovers over the course of a term and rewards Service Providers that recover very little data, so companies pay a smaller amount per GB. “We

manage the backups for the majority of customers we have,” says Maldonado, “so we have influence over their retention policy, shadow copies, virtual snapshots and other best-practice protection policies. Understanding RLM was a very big part of our cost model analysis.”

RESULTS

Since becoming an Asigra Partner in November 2014, Centre Technologies hasn’t looked back. One 8 TB customer soon turned into a second with more than 20 TB backup storage (80 TB of data protected).

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I CAN’T THINK OF A SITUATION WHERE ASIGRA WASN’T THERE FOR US. TRUTH BE TOLD, FROM A PARTNERSHIP PERSPECTIVE, THEY’RE PROBABLY ONE OF THE BEST PARTNERS WE HAVE”.

~Jesse Maldonado, Centre Technologies
Director of Cloud Computing Services

Less than two years later, Centre Technologies has grown its Asigra Cloud Backup business to protect 242 TB of data for customers (68 TB after dedup and compression). “We’re more than happy with what it’s doing for our business,” says Maldonado.

Exploratory conversations with prospective customers often turn to challenges related to backups, and as questions arise about Asigra, Centre’s dedicated Partner Success Manager quickly replies to requests for more information — a responsiveness Maldonado highly values, because he knows the clock is ticking.



ENVIRONMENT

- Two Tier 4-rated co-location facilities in Texas
- 80 blades in production
- Approximately 1,800 virtual machines
- Three petabytes of total storage
- Asigra backup storage 68 TB a day on disk, representing 242 TB of protected data.

For more information about Asigra visit: asigra.com.