Asigra.

Case Study

CoNetrix Boosts Data Recovery Capabilities for Customers with Yotta280 Cloud-Backup Services Powered by Asigra

■ Full service Texas-based IT Managed Service, Security and Compliance Firm

■ Serving banks, credit unions and savings associations

■ Rapid recurring revenue growth realized over 12 months.

CoNetrix

Yotta280™

Asigra.

SUMMARY

As a managed service provider (MSP) that provides IT services to small to mid-sized financial institutions, CoNetrix wanted to offer its customers the ability to access restored versions of their servers and data in the event of a local server or site disaster. Many small to medium-sized businesses (SMBs) have applications and data so critical to their operations that if access to them is lost for even a few hours, it can have a vast impact on both service and profitability. It can be very costly for such customers to acquire backup hardware and software to be ready in the event of a disaster. CoNetrix had traditionally protected its customers' data using an alternative online backup technology, and in some cases legacy tape-based systems, to provide data recovery for customers. Dissatisfied with the limited capabilities of these solutions, CoNetrix wanted to offer its customers a more robust, stable, and predictable service for data protection. To satisfy these needs, CoNetrix partnered with Yotta280 to enable their backup service. Based on services powered by Asigra software, CoNetrix now offers its customers access to the AspireRecovery backup service, which has steadily gained traction in the market.

CUSTOMER OVERVIEW

CoNetrix is a full-service IT managed service, security, and compliance firm founded in 1977 and headquartered in Lubbock, Texas. The firm's primary service area is West Texas, but it also serves customers across the United States in more than 45 states. With an engineering led staff of 23 employees in it's Technology group, CoNetrix specifically focuses on SMBs and the financial services vertical, which includes banks, savings associations, and credit unions. The firm also serves enterprises in other industries requiring a high level of security in their operations. Across all divisions CoNetrix provides a variety of technology and security solutions including network consulting, security vulnerability testing, IT audits, risk management, compliance solutions, and managed services. Security is designed into all of the firm's offerings, from software to consulting services. As the firm serves customers who must adhere to strict compliance requirements for data recovery, CoNetrix adopted the Yotta280 service powered by Asigra to provide a comprehensive data recovery product to help its customers comply with regulatory mandates while offering improved stability and predictability.

ENVIRONMENT

- MSP with 23 employees that provides IT services for SMBs and financial services industry

- Protecting more than 2.7 TB of compressed/deduplicated data for 17 customers after less than a year in production.

ASIGRA CLOUD-BASED DATA RECOVERY DELIVERS

- Single integrated solution for all data protection needs

- Policy-based protection based on the user's IT environment and recovery requirements

- Optimization of IT resources for enhanced utilization

- Data encryption that secures data in-flight and at-rest with full support of compliance requirements

- High-performance data recovery .

> "Our staff is very focused on ensuring that end-customer data is as secure as it can be to meet the demanding compliance requirements of the financial services industry. The only way to reliably ensure that our customers' data was truly protected was to make a switch to be supported by a more secure and resilient solution than we used previously. That solution was the Yotta280 backup service powered by Asigra, which allowed us to offer customers a great return on their investment."

> **Rob Garrison**
> **Chief Technology Officer**
> **CoNetrix**

BUSINESS SITUATION

With 2.7 TB of compressed/deduplicated customer data under their watch, CoNetrix had been using online backup company VaultLogix as the backend for their service to provide data recovery for its customers. However, Rob Garrison, Chief Technology Officer at CoNetrix, did not feel that the solution was comprehensive enough, and wanted a more robust service to protect client data.

In response, CoNetrix began working with IT services provider, Yotta280, to transition from VaultLogix to a cloud-based data recovery solution powered by Asigra and hosted in the CoNetrix Aspire data enter. As the primary technology provider for this installation, Jacksonville, Florida-based Yotta280 offers public, private, and hybrid cloud backup and disaster recovery models to both enterprise and SMB markets. The new backup technology adopted by CoNetrix promised customers a more stable and predictable data recovery solution.

SOLUTION

Based on the Yotta280 backup solution powered by Asigra, CoNetrix introduced their backup service, called AspireRecovery. Through the AspireRecovery service, CoNetrix is able to host backup copies of its customers' servers and data for a fixed monthly cost, helping keep prices low for clients. Branded as a Recovery-as-a-Service (RaaS), CoNetrix provides customers with greater confidence in knowing that their sensitive information is recoverable when and where it is required.

AspireRecovery supports the following platforms:

- Physical systems running Windows 2003 and later, and most recent Linux distributions
- Virtual systems running both VMware and Microsoft Hyper-V
- Any configuration of file or SAN storage

AspireRecovery hosting specifically includes daily managed and monitored incremental backups over the Internet using a secure connection to the CoNetrix Aspire Data Center, with no VPN required. It also includes 3 days data retention in the Aspire Data Center, with extended data retention available for an additional cost. CoNetrix sets a 24-hour Recovery Time Objective (RTO) for all servers, and allows one recovery test window per customer per year. Recovery testing is performed over a site-to-site VPN. CoNetrix can also implement AspireRecovery as a managed data backup service with no disaster recovery for reduced costs. If customers prefer that option, their backup data can be saved locally at the customer site for no extra charge, depending on the available hardware capacity.

The solution delivered by Yotta280 is powered by Asigra Cloud Backup™ software, the industry's leading cloud-based data recovery software with over one million installations worldwide. The software is built for efficient operation and easily integrates with public, private, and hybrid cloud architectures. Asigra's agentless software architecture provides for simple deployment and hands-free management while providing advanced features that include global deduplication, automated mass deployment, autonomic healing, and validation restore capabilities. CoNetrix highlighted the following capabilities as key factors for selecting the solution:

- Support for both physical and virtualized IT environments
- High-performance local and remote backup and recovery
- Long-term data recoverability to meet compliance mandates
- NIST FIPS 140-2 certified security with AES-256 encryption in-flight and at-rest.

> "Our goal in assisting CoNetrix with service provider enablement of cloud backup services powered by Asigra was to provide CoNetrix with management ease and simple monitoring for better oversight. With Yotta280's comprehensive data recovery solution powering CoNetrix's Recovery as a Service brand, the MSP can feel confident that its customers' data is maximally secure and protected."
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> **Terry Fields, President and CEO, Yotta280**

RESULTS

CoNetrix began providing its customers with cloud backup and recovery services in mid-2013, and immediately enjoyed working with Yotta280's team because of their deep knowledge base and responsiveness. After less than one year transitioning to Yotta280, CoNetrix already has a total of 17 new customers for its AspireRecovery service with a growing number of prospects in the sales pipeline. Garrison appreciates that the solution is built from the ground up as a multi-tenant solution, eliminating the need to worry about a product that's not well-configured for a MSP. Garrison also likes the software's agentless architecture, which allows for non-intrusive deployment.

The security features provided by Asigra Cloud Backup are also important to the IT firm, offering AES-256 encryption in-flight and at- rest as well as NIST FIPS 140-2 certification, which auditors will consider in their review of a data recovery solution. The solution allows CoNetrix to perform data recovery tests with each customer on an annual basis, increasing client security and satisfaction. Looking ahead, CoNetrix plans to broaden the firm's geographic reach to include a larger customer base for its RaaS solution. Garrison reports that the firm expects to enhance its service portfolio over time as well with additional capabilities.

> "As a managed service provider, we appreciate the robustness of the Yotta280 cloud backup services powered by Asigra. Our financial services customers have data recovery compliance requirements that they must adhere to, and we can now offer them a stable and predictable backup and recovery solution that we can stand behind wholeheartedly."
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> **Rob Garrison, Chief Technology Officer, CoNetrix**

About Yotta280

Yotta280 is a premier Full Service Asigra Engagement Organization, with its sole purpose and focus on Data Protection.

- A certified and internationally award winning Strategic Partner with Asigra
- Recognized globally as Asigra Specialists
- Delivers Data Recovery Assurance to the mid and enterprise markets
- Offers multiple data protection deployment methodologies, to include Private, Hybrid and Public clouds

From business development to full deployment of Asigra data protection solutions, Yotta280 brings customers a specialized set of skills, experience and expertise. Let Yotta280 help modernize your organization's disaster recovery and data protection methodologies. Call us at 877.449.6882 or contact us at info@yotta280.com. For more information on Yotta280, please go to www.yotta280.com.

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. 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. In 2014, Asigra Cloud Backup was also named the Top Enterprise Backup Solution by Storage Magazine. More information on Asigra can be found at www.asigra.com.

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