Success Story:

Largest Disaster Recovery Solutions Provider in Norway, The Online Backup Company, Replaces Ahsay With Asigra.
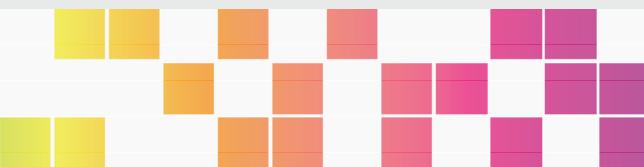
The Online Backup Company Profile

- Headquartered in Oslo, Norway

- Placed on the Deloitte's Fast 50 Norway in 2011

- Placed on the Fast 500 EMEA Technology Lists of Europe's Fastest Growing Technology Companies in 2011

- Won the Gaselle award, from the Norwegian Business paper Dagens Næringsliv in cooperation with, DnB Nor and Pricewaterhouse Coopers, for two consecutive years

- Asigra Partner since 2012

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the online backup company ᵃˢ

Offering A Better Backup and Recovery Solution

Founded in 2005, The Online Backup Company has grown by leaps and bounds, with more than 4000 companies using its services, making it one of the largest providers of online backup and disaster recovery solutions to private and public enterprises in Norway. The company has now set its sights on Europe, with aggressive plans to enter Sweden and Germany.

The Online Backup Company originally offered Ahsay to clients for their backup and recovery needs. However, The Online Backup Company found that they weren't getting the partnership support they needed to grow their business.

"There was very little marketing and sales support from our previous cloud backup and recovery solution provider," said Alexander Hagerup, CEO of The Online Backup Company. "And there was very little ongoing communication. One of our attractions to switch to Asigra was the support they offer partners and their focus on developing relationships."

Asigra provides value beyond software by aligning business models with partners from a sales, marketing and technological perspective. Asigra believes in providing partners with the resources to get to market quickly and efficiently. To help partners reach that goal, Asigra provides a wealth of marketing and sales tools, such as how-to-webinars, cobranded documents and an automated marketing platform that enables partners to easily launch marketing campaigns. Asigra also maintains open lines of communication with partners through a Partner Portal and a regular newsletter.

Unsatisfied with their previous backup solution, and motivated by a strong desire to provide clients a seamless and fast restore and recovery experience for disaster situations, The Online Backup Company choose Asigra Cloud Backup™ to power their backup and recovery service.

> "By using our solution, powered by Asigra, our clients have been able to achieve quicker and more reliable performance when it comes to backups."

Alexander Hagerup, CEO, The Online Backup Company

Award-Winning Software Enables Mass Deployment

"The performance, features and reliability of Asigra Cloud Backup was what we needed in combination with our infrastructure and customer support to continue our lead in the market," said Hagerup. "By using Asigra, we've been able to provide better solutions for our enterprise customers."

One feature that Asigra Cloud Backup offers enterprises is mass deployment, enabling IT departments to centrally configure and mass deploy clients to protect data across the entire organization. Asigra Cloud Backup can be used to automatically setup, configure and protect data simultaneously to thousands of laptops, desktops, virtual machines and remote sites. Using XML configuration files and templates, Asigra allows for standardization, simplified administration of accounts and advanced troubleshooting.

> "As a relatively new partner, we are impressed with all of the resources that Asigra provides to its partner community from a technology, marketing and sales perspective."

Alexander Hagerup, CEO, The Online Backup Company

More Reliable Performance, Increased Client Satisfaction

"By using our solution, powered by Asigra, our clients have been able to achieve quicker and more reliable performance when it comes to backups," said Hagerup. "The feedback we've received has been very positive."

An agentless solution, Asigra doesn't need to be installed on every machine that requires backup. By being installed on a single machine, Asigra reaches out over the network to backup file systems, operating systems and applications – everything that needs to be backed up. The agentless approach is less resource intensive, creating time savings that makes a positive impact on a client's bottom line.

Exploring The Asigra Partner Ecosystem

"As a relatively new partner, we are impressed with all of the resources that Asigra provides to its partner community from a technology, marketing and sales perspective," said Hagerup. "We are looking forward to exploring what the Asigra Partner Ecosystem has to offer us." The Asigra Partner Ecosystem is one the most technologically progressive networks in the world, with companies from almost every continent. The strong sense of community in the ecosystem is re-enforced by the willingness of the members to share ideas and best practices about cloud backup and recovery.

The Online Backup Company recently attended its first Asigra Cloud Backup Partner Summit and found it to be an informative and useful experience. "It was great to meet other Asigra partners from all over the world face to face," said Hagerup. "The Summit is a fantastic opportunity to learn more about Asigra as well as share best practices with other more experienced Asigra partners."

Growing With Asigra

As The Online Backup Company continues to grow, Asigra will play an important part in helping them provide premium cloud backup and recovery services from a technology, sales and marketing perspective. "One of our goals is to build Europe's leading cloud backup and recovery company based on Asigra software," said Hagerup. "We aim to do that by continuing to leverage our business partnership with Asigra by working closely to develop our relationship even further."

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