

## Case Study

**Leading UK-based Service Provider, TIG Employs Asigra Software and Zadara Storage to Build On-Demand Storage and Backup Solution, Providing OpEx Benefits to End Customers**



- Services-based model eliminates need for costly CapEx hardware investment
- On-demand services lowers risk and increases flexibility for MSPs
- OpEx business model creates a faster path to revenue
- Asigra and Zadara partner for the first time in development of on-demand solution for MSPs



## SUMMARY

TIG, a UK-based managed service provider (MSP), specializing in cloud, connectivity and transformational services, has partnered to create a high-performance, highly available and predictable file and block storage solution that also offers built-in comprehensive cloud-based data backup protection. TIG delivers this solution to end customers in a variety of industries as an on-demand service. TIG's solution is built through collaboration with Zadara, a pioneer in providing enterprise storage-as-a-service (STaaS), and Asigra, a leader in cloud backup and recovery software for MSPs and IT professionals. Working with Asigra and Zadara to develop a cloud-based service allows TIG to quickly address changing customer needs without requiring investments in expensive hardware. This pure operating expense (OpEx) solution addresses the growing requirement of many businesses to purchase IT services in a pay-as-you-go model. This is the first time a managed services provider has deployed Asigra and Zadara Storage together.

## CUSTOMER OVERVIEW

TIG is an award-winning provider of managed and transformational services, and of state-of-the-art cloud and connectivity solutions with offices in London and Watford, England. In addition to providing a full range of cloud-based services and migration support to its customers (including leading companies in financial services, leisure and media), TIG offers fully managed and hybrid IT services and support, including upgrading client infrastructure and key applications. For more than 14 years, customers have relied on TIG to help them make smart technology investments and to provide ongoing support for core business infrastructures; the company maintains a 95 percent customer retention rate.

## BUSINESS SITUATION

Cloud services are one of the fastest growing revenue sources for TIG, and the company was intrigued by a new business opportunity: Leveraging cloud-based

## ASIGRA CLOUD BACKUP™ DELIVERS

- **Multi-tenancy** to manage a number of customers in segregated environments on the same server
- **Single consolidated repository** simplifies backup and recovery of data that's currently backed up in silos scattered across your customers' environments
- **Single-pane-of-glass view** allows you to manage from an intuitive web-based dashboard, with visibility across all customers for even the most complex disaster recovery and business continuity strategies, including multiple branch locations and local/remote backup and recovery management of data centers
- **Support for private, hybrid and public cloud** so you choose the cloud architecture or deployment model that best suits each of your customers' business needs
- **Agentless architecture** simplifies installation and ongoing operations in your customers' environment by eliminating the downtime and disruption of deploying and maintaining agents
- **N+1 and grid configuration** allows you to create numerous nodes to load-balance your backup and recovery processes, and manage more customers concurrently
- **Robust APIs** are available for integration with various tools used by managed service providers, such as ConnectWise.

services available from IT channel vendors to build a storage and backup solution that TIG could promote to its customers as a flexible pay-as-you-go service. In a more traditional service model, offering storage services to end customers would require MSPs like TIG to procure and support large storage arrays in their own environment – a major up-front capital expense (CapEx) investment. However, in this model, if TIG weren't able to sell enough storage capacity, or if they lost a major storage customer, the company would run the risk of losing money on that investment. Partnering with Zadara and Asigra to create a storage and backup solution based on software and on-demand services allows TIG to offer aggressive, agile services that meet changing customer requirements very quickly, in a pay-as-you-go model for faster revenue realization.

## SOLUTION

Together Asigra and Zadara Storage deliver (QoS) file and block storage and comprehensive data protection in a pay-as-you-go model to MSPs as a flexible, cost effective solution.

TIG chose Asigra Cloud Backup because it is an agentless, comprehensive data protection solution designed for MSPs that provides maximum security, reliability, manageability, and affordability. Since Asigra is 100 percent channel focused, their business model is based on supporting and helping TIG increase its monthly recurring revenue and expand its total addressable market. In addition, Asigra's partner program provides access to proven sales and marketing tools, including turnkey marketing campaigns, market qualified sales leads, and go-to-market strategies.

TIG selected Zadara's Storage-as-a-Service (STaaS) offering because it delivers a pure OpEx, enterprise-grade storage solution that is simple, scalable, and cost-effective. Zadara offers both on-premise and cloud-based VPSSA Storage Arrays whose architecture and business model make it a seamless solution to deploy to TIG's customers. A key feature is its resource isolation, where Zadara allocates individual physical drives to each customer that are

completely isolated from those of other customers and from the underlying infrastructure. This enables TIG's customers to receive dedicated storage not shared with any other users, yielding high, predictable performance. Zadara's platform supports advanced security and privacy features including encryption of data at-rest and in-transit with different keys for each workload. Zadara Storage can also connect to the hypercloud, such as Amazon Web Services (AWS) and Microsoft Azure, enabling end-users to employ Zadara storage while using public cloud compute resources.

It was important to TIG that both Asigra and Zadara enabled agile management, allowing the service provider to move quickly and strategically in time of peak usage or unplanned events, when storage and backup capacity can scale in minutes.

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“Asigra and Zadara are very complementary solutions and allow us to be extremely nimble – in combination, they really align our business around a pure OpEx model. In the past, if a customer needed more storage, we would have to order and build the capacity and it could take six to eight weeks to expand the environment. And if the customer's need was only temporary, we were stuck paying off a big CapEx investment. The channel friendly service-based models from Asigra and Zadara give us the ability to scale our environment on-demand, according to customer requirements. If you don't have this kind of flexibility and agility in today's marketplace, you're not even in business.”

**George Georgiou, Sales Director,**  
**TIG**

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For TIG's solution, Zadara deployed VPSAs on-premises at the TIG data center. Since Asigra is hardware-agnostic, it runs directly on Zadara to create a totally OpEx model that allows TIG to offer storage services on demand as well as provide unified and comprehensive data protection and recovery as part of this pay-as-you-go service.

TIG has also built an innovative engagement model for this service: An automated testing environment – available through its website – that allows potential customers to run a free, self-service trial of the solution without having to interact directly with the company. Customers register on the website and, after receiving credentials, they can run a full trial of the service using their own data. Built on Asigra software and Zadara's on-demand services, this automated test environment can scale up very quickly – within 24 hours or less – to allow customers to evaluate the service, and for TIG to more quickly seize the business opportunity.

“For a service provider like TIG, it's vitally important to maximize the resources at hand, and as clients' storage needs ebb and flow, to be able to meet their needs quickly and without incurring a significant infrastructure expense. By offering Zadara Storage services on demand, uniquely coupled with Asigra's award-winning cloud backup software, TIG can effectively and nimbly manage TIG's corporate data and its clients' data, and as needed, spin up a trial environment for a new customer within 24 hours. This is a game changer for MSPs like TIG.”

**Nelson Nahum, CEO and Co-founder,  
Zadara Storage**

## RESULTS

TIG's storage-and-data-protection-as-a-service solution, built on Asigra software and Zadara services, enables the company to offer new and existing customers an enterprise-ready solution at a small business price. The solution has proven very popular, with clients such as Virgin, the Conran Group, Cosmos Tours, and the Go-Ahead Group using the service.

The success of TIG's solution is due in part to the automated trial environment it developed, which makes it fast and simple for customers to evaluate the solution with real data. TIG can spin up a test environment in about 24 hours, based on Zadara and Asigra's ability to provide additional capacity on the fly. The self-service trials have been very effective sales tools for TIG, enabling the company to move to revenue faster – about 80 percent of companies that complete a trial go on to purchase the service.

TIG is able to quickly scale up to meet new workflows because the company doesn't need to make extensive, up-front CapEx investments in new infrastructure to meet spikes in customer demand. The on-demand OpEx business model helps MSPs like TIG control cash flow and





mitigate CapEx risk, allowing them to offer new services and address new opportunities at a known per-gigabyte cost.

TIG's cloud business has increased dramatically as a result of its cost-effective STaaS and BaaS offerings powered by Zadara and Asigra respectively. Based on its partnership with the two channel focused vendors, TIG can offer its customers a high-quality, dependable and cost-effective storage and backup service without the burden of investment in costly infrastructure. In addition, the on-demand business model allows TIG to differentiate itself by quickly and cost-effectively addressing its customer's needs, while increasing its flexibility and agility in its own market.

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“Both Asigra Cloud Backup and Zadara are flexible, scalable solutions that enable MSPs like TIG to very quickly address changing customer requirements, allowing these businesses to get to revenue faster. Our OPEX models enable MSPs to better control cash flow, and if they have opportunities that require a fast turnaround, both Asigra and Zadara can help them capitalize on these opportunities.”

**Eran Farajun, Executive Vice President,  
Asigra**

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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-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 2015, Asigra Cloud Backup was also named the **Top Enterprise Backup Solution** and achieved silver in Storage Magazine's **Products of the Year**.

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

