

Success Story:

Virtustream Adopts Asigra to Accelerate Cloud Portfolio Growth



Virtustream Profile

- Based in San Francisco, CA
- Cloud innovator offering enterprise class cloud solutions for enterprises, governments and service providers
- Introduced xStream™: Software solution to run private, public and hybrid enterprise clouds
- Customers include Fortune 500 businesses and hundreds of other organizations
- SafeNet partnership: Enables secure cloud access from tablets and mobile devices via two-factor identity authentication for xStream Enterprise Cloud
- PCI DSS 2.0 compliant for secure cloud e-commerce solutions
- Frost & Sullivan Product Line Strategy Award: xStream recognized for hybrid cloud solution



Virtustream is a leading cloud innovator offering enterprise class cloud solutions for enterprises, governments and service providers. Virtustream simplifies moving complex IT to the cloud—whether private, public or hybrid—while delivering the full economic and business benefits of the cloud.

Virtustream offers xStream: a secure, high availability, enterprise class hybrid cloud solution, delivering application level SLAs for mission critical applications (SAP, Microsoft and thousands more). xStream is available as software for existing data centers and as a managed service from Virtustream's cloud—all backed by professional services to design, migrate and manage clouds. Virtustream offers xStream worldwide; owns data centers in the United States and EMEA; operates an international Cloud Exchange; has offices in San Francisco, New York, London, Washington D.C., Atlanta, Toronto and Dublin, and has partners in Asia and China.

Virtustream is trusted by enterprises that include Domino Sugar, the British Transport Police, Digital Chocolate, MRG, Diesel Direct, and Autism Speaks. These companies run their mission critical applications and protect their data using Virtustream cloud infrastructure.

Virtustream Mission: Grow Operationally Efficient Cloud Services for Profitable Enterprise Cloud Services

Virtustream began its relationship with Asigra in 2012, adopting the software developer's cloud backup and recovery solution to build its data protection services portfolio. One of the reasons the cloud services provider (CSP) selected Asigra was for Asigra's agentless capabilities, allowing for minimally intrusive backup that can scale to meet the needs of even the most demanding customers. The overall design and architecture allows Virtustream to offer solutions that solve the critical backup needs of customers, including cloud backups, on-site backups, or a hybrid of both.

In order to grow a more streamlined and profitable organization, a cloud solution's operational efficiency was also a key requirement for Virtustream. Asigra lowers Virtustream's operational costs by allowing the service

provider to deploy the same familiar software for a variety of applications. For example, the company's internal support team has been able to leverage Asigra to offer end-user device backups and plans to leverage the cloud backup solution to develop a well-rounded product suite in the area of backups and recovery, including "Backup as a Service", "DR as a Service", "Recovery as a Service" and as an onboarding tool to Virtustream's cloud platform.

With respect to selecting cloud backup software, Virtustream offers the following advice to other service providers entering the growing cloud backup space, "Consider other backup options. Compare Asigra against other backup solutions and evaluate all of them on the same set of metrics," Jon Sippel, Director Global Compute and Storage for Virtustream, "Doing this, you will see that Asigra is the best option and have the confidence that you are choosing the right solution."

Now with cloud backup services that are powered by Asigra, Virtustream customers have cited a number of advantages compared to their previous backup solutions. One significant advantage is the increased server performance due to the lack of agent-based backups. Traditional technologies require the installation of software on all backup targets which puts unnecessary strain on server CPU cycles. With Asigra this is eliminated, freeing servers to focus on application performance. Customers also enjoy utility-based backup billing where they only pay for what they consume. Furthermore, enterprises using the service place high value on the ability to self-administer backups and restores. This is especially critical where there is no time for delayed recovery operations. Asigra allows customers to perform granular recoveries immediately. Finally, the Asigra solution allows Virtustream to offer higher backup SLAs due to the increased availability of the backup system. Not only will this allow Virtustream to play a larger role in mission critical IT environments, but will also position the company well in competitive situations in order to grow its business.

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Advantages of the Asigra Partner Ecosystem

According to Virtustream, a primary benefit of joining the Asigra partner ecosystem is the ability to meet with companies that offer complementary products in order to help improve upon the Asigra offering. For example, by leveraging the relationship between NetApp and Asigra they were able to take advantage of the integration points for increased performance. Virtustream has also made contact with Mezeo to evaluate them as a potential solution for file object storage.

Additionally, the volume of shared experiences among other service providers who power their backup services with Asigra been a tremendous resource. Virtustream is

always looking for ways to develop mutually beneficial relationships and striving for better name recognition in the area of backup services. The connections made by Asigra to their service provider network has shortened the learning curve and provided a real competitive advantage in the markets serviced by the company.

The Partnership with Asigra

“The Asigra partner team has been a key part to our growth and success,” said Matt Theurer, Senior Vice President, Global Cloud Platform Services, Virtustream. “The willingness to talk with and assist our sales teams has allowed our team members to learn and provide workable solutions. The Asigra partner development team also provides in-depth knowledge on the backup industry as a whole, which allows Virtustream to understand and address our customers’ needs and fears.”

Virtustream also appreciates Asigra’s technical operations, adding that the support team at Asigra has been crucial when troubleshooting advanced technical issues. “A perfect example comes from us submitting a ticket on a Friday and working with support that same day to gather information. By the following Monday, we had a working hotfix that addressed our issue,” added Theurer.

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

