



Case Study



Jonas Software

Jonas Software, an independent software vendor (ISV), provides integrated software systems for the Club, Hotel, Construction, and Service Billing industries. Customers employ Jonas Software solutions to build and enrich member relationships, increase revenues, and decrease costs. The company's core applications of more than 60 module sets include 20 accounting-related solutions with customizable functionality. Jonas Software also offers a full complement of services to help clients operate their businesses efficiently and effectively. The Jonas Software e-Backup Service addresses the data backup, protection and recoverability needs of small- and medium-sized businesses.

“Asigra’s commitment to the reseller partnership absolutely accelerated our time-to-market. Jonas Software customers can now feel confident that their data is protected from natural disasters and theft which is critical in today’s business environment.”

Steve Cowan
Jonas Software

The Challenge: Deliver Best-of-Breed D2D Backup/Recovery Service to Protect Customers’ Business-Critical Data

“We’re like an ERP system for golf courses,” says Steve Cowan, Director of North American Sales for Jonas Software. “Customers depend on our software to run their entire club operations, from the pro shop to accounting and food and beverage services.

“Even though our application data is mission-critical, most clubs have been protecting it with traditional tape-based backup systems. Unfortunately, we all know the drawbacks of tape—high failure rates, no encryption, slow time-to-recovery, and susceptibility to loss in transit (if the tapes even leave the site) or an unexpected disaster. Many of our customers have experienced first-hand the consequences of data loss from a natural disaster—Hurricane Katrina devastated 20 client golf courses.”

Cowan points out that Jonas Software customers also have to be concerned about man-made disasters, referencing a Wall Street Journal report suggesting that some 50% of data theft is by employees. With high-profile memberships and increasing competition for member loyalty, clubs must be diligent about protecting sensitive member data. “As a full-service solutions provider,” Cowan comments, “we saw an opportunity to help our customers reduce their business risks by providing an online backup/recovery service that protects both sensitive and mission-critical data from all types of threats, whether it’s floodwaters or someone carrying a tape out the door.”

The Solution: Jonas Software e-Backup Service Built On Asigra Televaulting Technology

“We are committed to offering superior products and services to our customers,” emphasizes John Billowits, president of Jonas Software. “Consequently, we performed extensive research on backup software technologies and interviewed managed service providers already delivering electronic backup services. Positive testimonials, agentless simplicity, and stand-out features made Asigra the best choice.”

Utilizing Asigra agentless backup/restore technology, the Jonas Software service enables fast, secure, and cost-effective disk-to-disk (D2D) data backup and offsite vaulting. Billowits cites functionality such as up to 256-bit AES in-flight and at-rest encryption, global single instance storage (GSIS) WAN optimization and compression techniques that allow customers to utilize existing Internet

¹ Source – Wall Street Journal

connectivity, and simple, yet granular recoverability as critical solution elements.

“With the Asigra technology,” Cowan continues, “we have a value-add software product that helps protect our client’s businesses from data loss as a result of catastrophic events. Now when their board of directors asks about data protection and disaster recovery, club managers can speak with confidence about their data’s security and the ability to get back up and running quickly after a disastrous event. The Jonas Software e-Backup Service helps eliminate risk and gives club managers a sense of security in their ability to manage data—without requiring them to be data management experts.”

The Benefits of an ISV Partnership with Asigra

Cowan describes the benefits of partnering with Asigra to deliver the Jonas Software e-Backup Service:

- **Rapid-payback revenue opportunities.** In addition to enabling Club and Construction clients to purchase online backup/recovery services through a trusted vendor, the e-Backup Service presents new revenue-stream opportunities for Jonas Software. “We’re a very analytical company,” Cowan states. “We base all initiative decisions on a revenue model that factors in such elements as market potential, investment requirements, and payback periods. With the Jonas Software e-Backup Service based on Asigra Televaulting technology, we anticipate a high adoption rate among our installed base of over 4000 Club and Construction clients and expect to be cash flow-positive within the first year.”
- **Fast-track go-to-market program.** “Asigra’s commitment to the reseller partnership absolutely accelerated our time-to-market. From a partner-friendly contract to a quick-start program that includes training, customer presentations, and other selling tools, Asigra contributed directly to our successful market introduction. We estimate that Asigra processes and marketing tools helped us roll out our service in half the time it would have taken with another vendor. It’s important to choose a vendor that can help you quickly get up and running as an expert. The data market is a sophisticated one and quite technical, so you need a vendor that can support you during the learning process.”
- **Integrated reporting and billing.** “The integrated billing functionality of the Asigra Televaulting solution lets us automate billing runs and offers flexibility, including support for multiple currencies and multiple timeframe billing (end-of-month, peak-of-month or average-of-month based on capacity of data protected)—it’s another time-saver. The enhanced reporting capabilities also give us useful business insight.”
- **Flexibility to protect all types of information and systems.** Club and Construction customers can take advantage of the Jonas Software e-Backup Service to protect all types of information and systems, from critical Jonas Software application data to Microsoft Outlook, Exchange and SQL servers, and users’ desktops and laptops. “Our applications run their businesses,” Cowan elaborates, “so customers recognize that we know their data probably better than anyone else. It only makes sense to use our backup/recovery services—if there’s ever a problem, there’s just one support line to call, one neck to choke. Another advantage is that clubs can implement D2D backup at their own comfort levels—they can start by backing up only the Jonas Software data and adopt the service for the entire data structure as they become familiar with the benefits and workings of D2D backup and remote vaulting.”
- **Scalability for any size business.** “With the Asigra technology, we can offer reliable, online backup/recovery services to any size business—from a small club to a high-end construction business. That gives us market flexibility and ensures that customers can grow with us without having to make a technology or vendor change.”

Benefits to Jonas Software Customers

Cowan says that the value of the Asigra Televaulting technology translates directly to Jonas Software customers:

- **Business continuation.** With business-critical club data backed up and stored securely at an offsite location, customers can be assured of business continuation, even in the event of data loss or a large-scale disaster. “One of our first customers was a club that was flooded during hurricane Katrina. Water came within two feet of their server—just inches more and they would have lost everything. They were fortunate to have a second chance to implement a better backup/recovery plan.”
- **Fast, reliable recovery.** “Recovery through the Asigra-based product is very fast and simple particularly when you compare it to traditional tape systems. With the Jonas Software e-Backup Service, our customers can easily restore exactly the data they need, down to a specific file or email.”
- **Non-disruptive data protection.** “The ability to perform over-the-Internet hot backups is one of many differentiating benefits of the Asigra technology. Our customers cannot afford to stop key business applications while they back up

systems. It's just no longer practical. So it was essential that we offer a technology that had automated, non-disruptive data protection."

- **Set-it-and-forget-it administration.** "Asigra software is easy to install, intuitive to use, and simplifies data restoration. It also allows our customers to keep as many versions of their data as they want and easily tailor backup schedules to match business needs."
- **Peace of mind.** Password protection and the availability of up to 256-bit AES in-flight and at-rest encryption features add to the security of data transfer and storage. "Through authentication, strong encryption, and non-escrowed keys, we give our customers unprecedented peace of mind. Asigra technology guarantees that their data is secure and can be read only by the client who stored it—the encryption key is never escrowed with the service provider."

"Secure one-step backup and archiving is increasingly more important to our customers with the growing need to comply with an increasing array of regulations, including Sarbanes-Oxley."

"Recent events like the Gulf Coast hurricanes have underscored to our customers the critical need for online backup," Billowits states. "What they are looking for now is an affordable, easy, and reliable way to get it done. Using the Asigra technology, we can offer them one-step backup and offsite vaulting to a protected and secure Tier 1 data center. It's an excellent service, especially for smaller organizations without IT departments. They no longer have to worry about losing all their data in a disaster or risk compromising sensitive membership data on unencrypted tapes."

"Adding the Jonas Software e-Backup Service to our offering also gives customers one more reason to stay with us," Cowan observes. "Helping them protect their mission-critical data while at the same time simplifying the process is yet another competitive advantage to implementing a Jonas Software solution."

Jonas Software:

Launched in 1990, Jonas Software is a trusted developer and leading provider of integrated software systems for the Club, Hotel, Construction, and Service Billing industries. Customers employ Jonas Software solutions to build and enrich member relationships, increase revenues, and decrease costs. The company's core applications boast over 60 module sets, including 20 accounting-related solutions with customizable functionality. Jonas Software also offers a full complement of services to help clients operate their businesses efficiently and effectively. For more information, www.jonassoftware.com.

Asigra Inc.:

Asigra is the award-winning leader in remote office/branch office (ROBO) online backup/recovery with more than three petabytes of data under protection. Since 1986, the company's agentless Televaulting solution has centralized data management and eliminated the pricing and performance problems created by agent-based tape backup software in multi-site enterprises. Televaulting addresses state, Federal and international regulatory compliance demands by backing up remote/branch office data to the data center. Data is encrypted both in-flight over the WAN and at rest. Televaulting is offered by leading resellers and service providers worldwide to deliver highly secure data protection. Privately held Asigra is headquartered in Toronto, Canada with partner offices located globally.