

# Asigra Televaulting

## Business Case for Managed Backup Services: RenovoData



The Experts in  
Agentless Multi-Site Backup/Recovery Software

[www.asigra.com](http://www.asigra.com)

*Business Case Study*

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*Recurring revenue, attractive profit margins, customer retention, and new business opportunities-- sizzling benefits that should heat up even the most tepid investor. By all accounts, the managed backup services business is getting hotter by the terabyte.*

*What's fueling the fire? Business-data growth, for one thing. Managed service providers (MSPs) report customer data growth of 1-2% per month in many business segments. If you're delivering backup services, you'll be contracting services for 12-24% more data annually-- without having to invest significantly more resources in sales and marketing. Compliance is another log on the fire. Financial institutions, retailers, and healthcare organizations simply can't meet regulatory requirements with tape-based backup. Tapes aren't encrypted, they aren't fast or reliable enough for disaster recovery, and everyone knows they too easily get sidetracked in their journeys to safe housing.*

*Disk-to-disk (D2D) backup and recovery software solutions like Asigra Televaulting get the job done to the benefit of all involved. The end-user customer benefits from fast, safe, and dependable offsite data backup/recovery, and the MSP builds a service business with recurring revenue and wildfire growth potential.*

*So who should consider moving forward into managed backup services? Certainly any MSP that has already invested in a vault for other hosting or IT services should be evaluating the prospect. Opportunities abound for resellers, even those with limited (or even zero) capital investment in a data center or staffing resources. Probably the best test of suitability is to ask ten of your customers if they trust you with their critical data. If the answer is yes, that's a good indication of business potential. If the response is no, you'll have an opening to discuss their reservations, to better understand your competitive environment, and to take the necessary steps to build your trusted-advisor status and business.*

Rob Douglas, vice president of operations at RenovoData, talks about the move to data backup/recovery services, why the Asigra agentless architecture is critical for enterprise customers, and how backup lifecycle management (BLM) helps differentiate his business.

**How did RenovoData make the decision to offer managed backup services?**

Our organization (The Douglas Group) started out in Microsoft and storage area networking consulting services. Whenever we won or lost an account, we asked the reasons behind the customer's decision. More often than not, it was because of internal change--IT regime change, in particular. Typically, there had been a disaster related

### **Profile:**

#### **RenovoData, Inc.**

RenovoData, Inc is a leading disaster recovery and remote backup service provider. The RenovoData Backup Solution enables real-time backups (to the block level) over the wire utilizing the highest degrees of security. The company focuses on delivering both high-speed backup and recovery services to ensure minimal data loss in the event of a single server crash or a site-wide disaster.

RenovoData partners with the leading Internet bandwidth, server, and storage providers to implement highly available and secure infrastructures. All systems are monitored 24x7. The company boasts numerous certifications, including SAS 70. The RenovoData Backup Solution is utilized by leading hospitals, financial institutions and government agencies that require the highest levels security and data integrity.

*Customer profile:* Resellers and enterprise customers, including divisions of Fortune 100 companies; financial and healthcare market focus.

*Vaulted data:* approximately 15TB

#### **RenovoData, Inc.**

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to a virus or major data loss. In our own experience conducting disaster recovery (DR) tests for our customers, we found that in nine out of ten cases, attempts to restore from existing tape backups failed. We saw significant opportunity and decided to build a new business line around helping customers focus on both backup and restoration.

In the consulting business, you have to spend considerable resources just to maintain the same level of revenue you had the year before. Offering managed services promises growth and the opportunity to be a global player. We started the service in November of 2005, and our current contract value is already in excess of \$5M.

The model delivers recurring revenue and introduces add-on business opportunities such as disaster recovery systems and consulting services. For example, if we have a customer's real-time Exchange data, we can easily recreate their environment on a virtual server at our facility. With just a few changes in DNS records, that customer can be back up and running in a matter of minutes, even if their site suffers a major disaster.

### **Why did RenovoData base the managed backup service on Asigra technology?**

Asigra is all about restoration, it's an enterprise-class solution, and it's D2D--we are not at all tape-friendly here. If you think about it, people still use tape systems to back up their critical business data, even though at home they moved off VHS ten years ago. We did evaluate other D2D-based solutions, but none gave us the depth or scalability of the Asigra solution. We didn't want to have to do a forklift upgrade every time we outgrew a storage system.

Asigra technology also helps us stay on top of the curve, allowing us to offer more capable solutions for more environments. Whether the customer has AS400s (System i), Macs, Microsoft, or any flavor of Unix or Linux - even Ubuntu (freeware Linux), we can back up and restore their data quickly and safely. When you consider Asigra's focus on secure online backup and restore solutions, Asigra probably spends a ton on R&D, supports more applications and environments than many of the larger data backup software companies.

### **Did it matter that Asigra is an agentless architecture?**

Yes. Many of our customers have lock-down environments--that is, you can't just go into their sites and install software agents. It would be too disruptive and too costly. Furthermore, many of our customers utilize VMware (RenovoData is a VMware partner), so they want the flexibility to bring new servers and storage online quickly. With the Asigra software, our customers can add a SQL Server or Exchange system, load new storage on-the-fly--even if they completely change the original configuration, we can back up their systems without having to go onsite. That's a huge benefit for both of us.

### **What differentiates RenovoData from other solutions and service providers?**

We've invested in a higher-end, enterprise-class infrastructure so that we can support medium- and large-sized corporations. Merrill Lynch, for example, uses our service to back up remote-office data. We also provide them with transitional backup services--that is, when Merrill Lynch buys a company, we immediately start backing up that company's data, even before it is plugged into the Merrill Lynch network. Once the business is integrated, the Merrill Lynch corporate IT organization takes over. It's another good example of where the Asigra model works well--we don't have to worry about installing/deinstalling agents. All we need to be concerned about is the total capacity being vaulted.

Another value we bring to customers is backup lifecycle management (BLM). We offer tiered storage so that customers can cost-effectively store all types of data, whether it's mission-critical data on NetApp FC disks, non-critical information on SATA drives, or archived data on COPAN MAID (Massive Array of Idle Disks) systems.