

## Case Study

### Managed Service Providers Deploy Asigra Converged Data Protection Appliances to Gain Faster Revenue with Cloud Backup Services



- Lower total cost of ownership with a single end-to-end data protection solution for the data center and beyond
- Reduce infrastructure costs by 40 to 50%
- Achieve greater flexibility and agility to scale your backup service.



BRIDGING THE GAP BETWEEN  
BUSINESS & TECHNOLOGY



## SUMMARY

A recent [study](#) named cloud-based backup and recovery as the No. 1 cloud service for new revenue-growth potential for Managed Service Providers (MSPs). Yet for some MSPs seeking to grow managed services revenue, finding a cost-effective way to deliver these services can present hurdles. Researching, sourcing, procuring and designing the infrastructures needed to securely offer backup services can be expensive and time consuming.

Asigra Converged Data Protection Appliances for Managed Service Providers deliver cloud backup and recovery software, hardware, and services “in a box” to help MSPs start earning revenue quickly, without a large upfront capital investment. Asigra Appliances are available in a range of pre-built, pre-optimized units that greatly reduce the costs of offering cloud backup services, and enable MSPs to have these services up and running in a matter of minutes. Below are several customer success stories that illustrate how MSPs have deployed Asigra Appliances to cost-effectively implement cloud backup and recovery services and get to revenue faster.

## THE PRODUCT

Asigra helps MSPs simplify the experience of offering cloud backup services by eliminating the high costs and upfront effort associated with sourcing infrastructure, helping to accelerate time to market. MSPs can simply plug in the Asigra Appliance, run the set-up wizard, and start protecting customer data in a matter of minutes. The appliance comes pre-integrated with award-winning Asigra Cloud Backup™, an agentless comprehensive, multi-tenant data protection solution for all data sources, regardless of platform, including virtual and physical servers, Docker containers, enterprise databases and applications, plus endpoint devices such as desktops, laptops, tablets and smartphones. Asigra Cloud Backup also backs up SaaS-based office systems such as Microsoft Office 365, Google Apps, and Salesforce, plus PaaS sources such as Amazon Web Services and Microsoft Azure. All Asigra Appliances are administered through an intuitive GUI, and don't require special skills or training to get up and running. Built from cost-effective commodity hardware

## BUSINESS BENEFITS

- Competitive differentiation — win more business with a comprehensive solution that can protect virtually all corporate data sources.
- Low operational costs that are 40-50% less than competing solutions.
- Faster time to revenue — have your data-protection service up and running in minutes.
- Greater agility and flexibility to scale as your practice grows.
- Included Virtual Machine (VM) replication means you may be able to stop paying for third party replication tools.
- Get an enterprise-grade cloud backup and recovery service up and running with minimum upfront cost and limited IT staff.
- Complement existing backup technology with an Asigra Appliance to agentlessly protect emerging data sources such as Docker containers, Microsoft Office 365 and Google Apps.
- Deploy an Asigra Appliance to your customer's data center or remote branch office for local backup.
- Meet your customers' most stringent recovery time objectives (RTOs) and recovery point objectives (RPOs).

## KEY FEATURES

- Comprehensive data protection for all data sources, regardless of platform.
- Easy deployment. Have your service up and running in minutes.
- True black box solution. Everything can be done from the built-in web console.
- Built from proven and reliable open source components including FreeBSD and ZFS.
- Single integrated, multi-tenant solution — view and administer protection across all of your customer's data sources from the same GUI tool.
- Available in 1U, 2U, and 4U appliances.
- Full support of the entire software stack from Asigra's 24x7 global support team; 5-year manufacturer's warranty on the hardware.

and storage, Asigra Appliances enable MSPs to earn more margin by minimizing CAPEX and operational costs. The initial purchase of an Asigra Appliance includes 1TB of Asigra Cloud Backup Free Forever production-ready software under the **Recovery License Model**, enabling MSPs to start offering backup services immediately. Unlike other appliances that require purchasers to buy software capacity, Asigra Appliances provide MSPs with the flexibility to start small and grow their capacity when needed.

## PARTNER SUCCESS WITH ASIGRA APPLIANCES

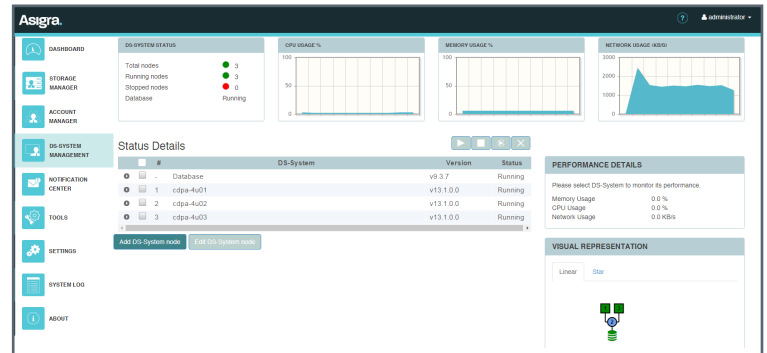
Multiple Asigra partners have deployed Asigra Appliances to add cloud backup to their managed services portfolio, or have implemented Asigra Appliances as a cost-effective and easily managed solution for extending existing backup services. Read on to learn how the following MSPs have taken advantage of Asigra Appliances to quickly deploy cloud backup services and get to revenue faster.

### INFORMATION STRATEGY DESIGN INC.

**Information Strategy Design (ISD)** has provided computer network design, implementation and ongoing managed support services to small and mid-sized businesses since 1996. Based in Mesa, Arizona, the company's client base spans from healthcare to professional services to manufacturing and construction, with implementations ranging from single location, single state to multi-office, multi-state operations.

ISD's wide range of experience deploying innovative technology solutions has built expertise in numerous aspects of computer networking, including wide area networks, wireless networks, and disaster recovery and security.

ISD purchased an Asigra Appliance for failover support in a customer's secondary site. Steve Losefsky, president and CEO of ISD said that the appliance was a "perfect fit" for this business case.



“The Asigra Appliance enabled us to easily replicate between two DS-Systems. It’s an all-in-one unit and the price is very cost effective. It was also easy to deploy and is fully supported by Asigra. We just dropped in the appliance – it was a no brainer.”

**Steve Losefsky, ISD,  
President and CEO**

The Asigra Appliance also provides important customer peace of mind, and saves time for ISD. “The fact that the appliance is pre-tested and pre-optimized by Asigra makes it much easier for us and helps buy confidence with our customer,” said Losefsky. “We didn’t need to conduct extensive research, contact multiple vendors, or test the hardware to make sure it’s compatible with Asigra software – we just ordered the pre-engineered, pre-configured Asigra Appliance and dropped it in the secondary site. It saved us significant time and cost, since we are always looking for cost and time reductions in our business.”

### HEARTLAND BUSINESS SYSTEMS

**Heartland Business Systems (HBS)**, a well-established IT Services Provider, serves Wisconsin, Illinois, Iowa, and Minnesota from eight locations across the four states, including two data centers. For more than 20 years, HBS has supported small and medium-sized companies, schools, hospitals and government agencies of all sizes with a wide

range of technology integration services. More than 150 highly trained engineers provide cloud enablement, security, service desk and business software solutions through partnerships with leading technology vendors.

With its existing storage system approaching end-of-life, HBS evaluated the total cost of ownership of Asigra's pre-built, pre-optimized appliances versus building its own storage infrastructure from vendors like HP and Dell. "Based on the way Asigra has designed their hardware appliances and the performance they are achieving with [Linux] FreeBSD operating systems, it's hard to beat," said Dave Cummings, a data center systems engineer at HBS's Little Chute, WI, headquarters. He said storage costs are now one cent per gigabyte per month, just as Asigra estimated.

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“An important factor in choosing this solution was, ‘How do we lower our storage cost?’ Asigra Appliances were the right fit for lowering our storage costs, our maintenance costs, and with the Asigra Recovery License Model®, our licensing costs as well.”

**Dave Cummings, Heartland Business Systems,  
Data Center Systems Engineer**

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Asigra's single point of support has also proved valuable: "Asigra fully supports this solution, both hardware and software, from end-to-end," he noted.

After a couple of weeks of preparation, migration of 8TB of HBS client data was completed in a single weekend—and Cummings witnessed an immediate performance improvement. "It was night and day in terms of performance," he said. "Just going from the Windows operating system to a Linux-based operating system was a big step towards performance increases, but the appliance hardware itself is also tuned to give a higher level of performance. It's been a good play for us." HBS technicians have also appreciated how much data they can get back from the appliance on a recovery.

As data volumes continue to explode, HBS knows that keeping storage costs as low as possible is a fundamental part of operating a successful cloud backup and disaster recovery business.

"Everyone is trying to get to zero on storage costs right now," said Cummings. "The lower we can get our cost, the more profit we can make on a per gigabyte per month basis, and it allows us to offer a lower cost to our customers, which keeps us competitive."

## CWPS

What began as three employees selling computers has evolved into 150 employees offering the most advanced managed IT and cloud computing solutions in the industry. Based in the greater Washington D.C. area, **CWPS** specializes in IT, cloud, collaboration, storage, and virtualization solutions to support commercial enterprises and the federal government.

CWPS has purchased a number of Asigra Appliances based on their cost effectiveness. Jason Waldrop, CEO of CWPS, said, "The Asigra Appliance, from a financial model, is a no brainer. It provides significant cost savings compared to a traditional storage stack and architecture by eliminating the need to research and purchase expensive backup infrastructure. The Asigra Appliance cut our backup and recovery infrastructure costs by 50 percent."

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“Waldrop was also impressed by the potential to save money on management costs. “The Asigra Appliances provide a single-vendor supported stack from top to bottom,” said Waldrop. “From hypervisor, compute and to storage, the appliance is 100 percent supported by Asigra.”

**Jason Waldrop, CWPS,  
CEO**

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## Get more information

To speak to an Asigra Recurring Revenue Specialist about how to leverage the Asigra Appliance to start offering cloud backup services and earning monthly recurring revenue, email [info@asigra.com](mailto:info@asigra.com) or call **1-877-736-9901** or **416-736-8111 ext. 1453**.

To start your free, no obligation trial of Asigra Cloud Backup software, go to <http://www.asigra.com/buy-now>.

To order an appliance, please contact [info@asigra.com](mailto:info@asigra.com) or call **1-877-736-9901** or **416-736-8111 ext. 1453**.

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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. In 2015, Asigra Cloud Backup was 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)

