



Virtual1 Grows Partner Base, Satisfies Data Protection Requirements with Acronis Backup Cloud

The UK's largest and most advanced wholesale-only network provider meets their partners' demand for GDPR-compliant backup service with Acronis Backup Cloud.

Business challenges

Virtual1 delivers a commercially competitive network, rich in self-service, software-defined functionality that enables its partners to offer innovative and compelling solutions to their customers. With most end customers using the network to access cloud-based services and move data to and from the cloud, there was a growing demand for an easy-to-use

data protection solution capable of safeguarding all data.

Virtual1's partners also requested data storage guaranteed to be UK-based in order to comply with the applicable data sovereignty laws, including the new European Union General Data Protection Regulation (GDPR). Partners wanted clarity as to where their customers' information was actually stored.

IT INFRASTRUCTURE

- Data under management: 220 TB
- Network footprint: 245 Fibre and 838 FTTC Exchanges
- Partners and customers: 400+

BUSINESS CHALLENGES

- GDPR compliance
- Local data storage
- All-in-one solution
- Data sovereignty and privacy compliance

BUSINESS BENEFITS

- Complete data protection
- Self-service management
- Increased ARPU
- Growing partner numbers

Additionally, reports of numerous ransomware attacks prompted partners to urge Virtual1 to provide an extra level of protection for their customers' endpoint devices and backed up data.

To meet the demand, Virtual1 had to find an innovative data protection solution that could not only handle all physical, virtual, cloud, and mobile workloads, but also included a built-in ransomware defense. Virtual1's partners needed a secure backup service that would offer complete data protection.

Acronis solution

Following an extensive evaluation of cloud-enabled backup services, Virtual1 found that Acronis Backup Cloud was the only solution that could provide the required functionality and help customers comply with their data sovereignty requirements. Native multi-tier and multi-tenant architecture was a welcomed bonus, as it allowed Virtual1 to integrate Acronis Backup Cloud into the self-service 1Portal, launching it as part of the 1Cloud Infrastructure as a Service (IaaS) platform.

Partners and customers quickly embraced the newly launched service, called Backup Cloud, resulting in new business inflow for Virtual1. It allowed partners to offer backup as a value-add service and increase the average revenue per user (ARPU). In addition, the Acronis Data Cloud platform behind Acronis Backup Cloud gives partners a chance to add disaster recovery and file sync and share cloud services to their product offerings with future Backup Cloud updates.

Powered by Acronis Backup Cloud, Backup Cloud provides complete protection for all customers' workloads on-premises and in the cloud, virtual, physical, mobile, and applications. It comes with the backup industry's only artificial-intelligence-based anti-ransomware technology — Acronis Active Protection. Backup Cloud also helped partners to meet their service level agreement (SLA)

commitments and provide fast and easy data recovery, no matter where the customer's data was originally backed up.

As a result of the new deployment, the amount of data under protection in Virtual1 data centers continues to double every six months. The company also recorded a 250 percent increase in average revenue per Backup partner in the last 12 months, and 230 percent YoY partner growth.

Virtual1 allows its partners to enhance their service portfolio and develop greater customer trust by making it easy to rebrand the Acronis Backup Cloud management interface with their own corporate colors, logo, and contact details.

Acronis Backup Cloud also enables Virtual1's partners to achieve complete GDPR compliance by storing Backup Cloud data in Virtual1's UK-based data centers. Virtual1's software-defined networking even allows partners to purchase extra bandwidth capacity when there is a requirement to transfer large amounts of data to the data center or quickly download backups, mitigating data loss incidents.

"The more we empower our partners, the more value they add themselves," commented Neil Wilson, Product and Marketing Manager at Virtual1. *"It's a nice flow-on effect. Our self-service infrastructure allows our partners to configure the exact package their customers need — cloud computing, telephony, backup, and GDPR-compliant storage. It's a win-win situation and it helps our company to grow."*

About Acronis

Acronis sets the standard for hybrid cloud data protection through its backup, disaster recovery, and secure file sync and share solutions. Powered by the Acronis AnyData Engine and set apart by its image technology, Acronis delivers easy, complete and affordable data protection of all files, applications and operating systems across any environment—virtual, physical, cloud and mobile. Founded in 2003, Acronis protects the data of over 5 million consumers and 500,000 businesses in over 145 countries. With more than 100 patents, Acronis products have been named best product of the year, and cover a range of features, including migration, cloning and replication. Today, Acronis solutions are available worldwide through a global network of service providers, distributors and cloud resellers.

For additional information, please visit www.acronis.com

About Virtual1

Virtual1 is a leading UK-based digital service provider. Operating exclusively in the wholesale markets, Virtual1 connects the critical digital services that make UK businesses work.

The company operates the most advanced carrier-neutral software-defined network in the country, delivering a high capacity, low latency connectivity with direct links to market-leading UC, SIP, and commodity cloud vendors.

Since its launch as a network aggregator in 2007, Virtual1 has built a complete self-service partner ecosystem that now provides a full set of connectivity, storage, and data protection services through its award-winning 1Portal. Virtual1's partners can quote, order and manage their customers' solutions entirely online. Empowering partners is the Virtual1's key differentiator.