

# Canadian Cloud Backup Grows Revenue 25 Percent with **Acronis Backup Cloud**

Customer Satisfaction Up 45 Percent, Backups 85 Percent Faster with Acronis Backup Cloud White-label Solution

## BUSINESS BACKGROUND

Canadian Cloud Backup is an established service provider specializing in white-label (custom branding) cloud back up solutions that enable customers to offer private cloud backup services to their clients without giving up their brand. With its presence in multiple data centers across the country, the company provides unlimited Canadian-based data storage capabilities in full compliance with industry best practices and national data privacy regulations, including the recently amended Personal Information Protection and Electronic Documents Act (PIPEDA).

## BUSINESS CHALLENGES

Canadian Cloud Backup's business is rapidly expanding, driven by a strong demand for data protection services from service providers, local/national/international companies, and government organizations.

While its existing backup software was popular among customers because of its user-friendly interface, it could not backup different types of devices, environments, and operating systems. Customers need a way to protect not only traditional physical and virtual server environments, but also PC/Mac workstations, laptops, iOS/Android mobile devices, Azure/Amazon Web Services (AWS) cloud workloads, and even cloud services like Office 365. Without the ability to support these platforms, Canadian Cloud Backup's existing solution limited the company's market opportunities. In response, they decided to look for a new solution that could meet their customers' requirements.

## INDUSTRY

Cloud Backup Services

## KEY CHALLENGES

- Lacking cyber protection solutions that can grow with the business
- Looking for one solution that supports different types of devices and applications

## KEY REQUIREMENTS

- Ability to re-brand (white label)
- Multi-tiered user architecture
- Cyber protection for a wide range of hardware and software environments
- Flexible data storage locations

## PROTECTED RESOURCES

- Three data centers in Canada
- Hundreds of TB of storage with aggressive growth plans
- Hundreds of partners
- Thousands of customers

## KEY BENEFITS

- Increased revenue by 25 percent over the first 12 months
- Reduced solution deployment time by up to 75 percent
- Realized a 45 percent improvement in customer satisfaction rates
- Improved customer backup times by 85 percent
- Reduced storage requirements by 50 percent using advanced compression techniques

With thousands of customers already storing data in the Canadian Cloud Backup's data centers, the new data protection software had to fit the following guidelines:

- Cross-compatibility with different types of devices and operating systems in physical and virtual environments
- Support for iOS and Android mobile devices and tablet computers
- Ability to migrate backups between physical, virtual, and cloud environments
- Support for cloud storage, both private-cloud in Canadian Cloud Backup's data centers and public cloud services such as Azure and AWS
- Ability to access backup data easily from any location without assistance
- Support of local data storage across varying customer environments
- Support for full-image backups as well as granular backup and recovery

In addition to these requirements, the new solution also had to provide a true multi-tiered, multi-tenant architecture and support custom branding (white-label) functionality to provide Canadian Cloud Backup with complete control of their product packaging.

## ACRONIS SOLUTION

After careful examination, Canadian Cloud Backup selected Acronis Backup Cloud, a service specifically designed to equip service providers with a comprehensive, yet simple, complete, and cost-effective hybrid backup and recovery solution that can solve their customers' data problems.

Powered by Acronis Backup Cloud, Canadian Cloud Backup now delivers a highly customized, reliable service that backs up data from any source and recovers it to any destination or system, ensuring their customers' data is protected on any device.

Customers have the ability to store data both locally and in Canadian-based data centers, ensuring that their data

never crosses country borders. The solution encrypts data both in-transit and at-rest and will easily scale as their business grows. Acronis Backup Cloud's multi-tenant architecture also ensures that customer data is completely segregated while still allowing Canadian Cloud manage their services using a single web-based console.

The new service has already been put to the test by customers. For example, a hardware failure caused a server to crash at a client's ophthalmology clinic. This resulted in the loss of many client records. Since the clinic used Acronis technology, the data was easily recovered from the cloud to a different server in just a few hours.

With Acronis Backup Cloud, Canadian Cloud Backup offers a robust white-label backup solution and is expanding its client base. Brandishing the Canadian Cloud Backup logos, colors, and URLs along with the "Powered by Acronis" logo, their customers now enjoy peace of mind knowing their service is delivered by a trusted, local service provider.

Chris Medeiros, CEO of Canadian Cloud Backup explains, "With Acronis, we're able to better serve our customers and reach a broader spectrum of clients. Our data protection business is growing exponentially and Acronis saves us time and effort because it is easy for our technicians to manage and easy for our clients to use."

## ABOUT ACRONIS

Acronis sets the standard for [cyber protection](#) and [hybrid cloud storage](#) through its innovative [backup, anti-ransomware, disaster recovery, storage, and enterprise file sync and share solutions](#). Enhanced by [AI-based Active Protection technology](#), [blockchain-based authentication](#) and a unique [hybrid-cloud architecture](#), Acronis protects all data in any environment, including physical, virtual, cloud, mobile workloads and applications.

[Founded in Singapore in 2003](#), today the company is trusted by more than 5 million consumers and 500,000 businesses worldwide, including [79 of the top 100 most valuable brands](#).