

# Gradwell Communications Improves Backup Services with **Acronis** Backup Cloud

Communications Technology Provider  
Increases Revenue and Productivity with  
Easy, Scalable Backup Solution

## BUSINESS BACKGROUND

Gradwell Communications, a UK-based technology and communications service provider, offers their customers a simpler way to run their business. Gradwell provides their customers with award-winning telephone service, unrivaled connectivity, and an accessible cloud service – all backed by expert, personal service. The company guarantees reliability, transparent pricing, and tailored service plans, delivering incredible value for small and medium-sized businesses operating across a variety of sectors. Trusted by over 22,000 businesses, Gradwell makes business communications technology work as hard as the companies that install their systems.

## BUSINESS CHALLENGES

Prior to implementing Acronis Backup Cloud, Gradwell Communications used an on-premise backup solution to support its internal systems and those of its clients. However, the company recognized the need for an offsite backup provision in the event of a large-scale disaster. In addition, Gradwell recognized it needed a comprehensive cyber protection solution that could easily scale to support the organization's rapid growth.

“We knew we needed a fully scalable backup solution with a simple restore process,” explains Gradwell Communications Chief Product and Marketing Officer, Julien St. John-Dennis. “We understood the importance of fully protecting our data by implementing offsite backups. Moreover, we wanted to extend this offering to our customers who are facing similar issues. We have made a significant investment in our cloud services and knew this was a necessary step to ensure our continued success and that of our customers.”

## INDUSTRY

Internet Communication  
Services

## KEY CHALLENGES

- Insufficient protection of own and customers' data from disasters
- Limited scalability of data protection, constraining company growth
- Complexity of restoring data by end-users and customers

## PROTECTED ENVIRONMENT

- Windows and Linux servers
- PCs and workstations
- Virtual machines
- Microsoft Office 365
- Mobile devices

## KEY BENEFITS

- Improved support team productivity
- Enhanced customer service
- Increased revenue
- Data protection in the event of a disaster

## ACRONIS SOLUTION

After careful planning, Gradwell selected Acronis Backup Cloud as its backup-as-a-service solution. This provided the company with a trouble-free, competitively-priced environment that it easily deploys through integration with Odin Service Automation.

“Our previous backup solution was housed in the same data center as our production systems,” explains St. John-Dennis. “If there had been a disaster at the data center itself, we would have lost the production data and our backups. With Acronis Backup Cloud, we now back up our data and our customers’ data to a secure, off-site data center.”

With its previous on-premise backup system, Gradwell had issues restoring files. Sometimes, it would take longer than expected and at other times backups would freeze mid-restoration. St. John Dennis states, “With Acronis, we have a simple process that lets us and our customers – many of whom are new to backing up data – restore servers quickly and efficiently. The process is so easy, anyone can do it.”

“We have a mixed Windows and Linux environment,” says St. John-Dennis, “and the solution is easy to deploy and use.” As an example, Gradwell’s Customer and Program Management Officer (CPMO) had a problem with his PC, which required him to recover his data. Fortunately, he had a backup that was made with the company’s previous solution; unfortunately, the data was stored in 2GB chunks. This made the restoration process extremely tedious because he had to manually restore each chunk individually, taking over a week.

However, with Acronis, he now uses a simple control panel to manage his backups. And, when he needs to restore his data, he simply selects the point in time to which he wants to restore his data and Acronis handles the rest. He no longer needs to manage multiple chunks of data and wait for one recovery to finish before starting the next.

St. John-Dennis continues, “Our backup process has transformed from being a high pressure event that needed to be completed in a small window of time and

significantly impacted company operations, to a process of continual backups that are more reliable and less intrusive. With Acronis Backup Cloud’s ability to set schedules, we can perform crucial backups outside of our peak hours so that business operations are not impacted.”

In addition to providing better service to end users and customers, Acronis Backup Cloud has also helped Gradwell improve the support team’s productivity. For example, the team no longer wastes valuable time checking on the status of backups because they can simply set up the solution and trust that it will perform the backups automatically. In addition, the team also saves time when it comes to supporting the product. Because it is reliable and intuitive, they receive fewer calls.

With Acronis, system operators can concentrate on other Business as Usual (BAU) tasks.

St. John-Dennis also states that Acronis Backup Cloud has had a positive impact on the company’s bottom line. “With the new solution, we only pay for what we need and there is no limit on storage,” states St. John-Dennis. “As our business grows, so does our storage. What’s more, the automated monthly reports

show historical utilization, which helps us forecast our future storage costs.”

*“With Acronis, we’re able to better serve our customers and reach a broader spectrum of clients.”*

**Chris Medeiros,**  
CEO

## 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](#).