Acronis

Sri Lanka Service Provider WDR-S Expands Business With Acronis Backup Cloud

WDR-S grows business and increases customer satisfaction by providing complete data protection services with Acronis Backup Cloud

Business challenges

WDR-S deals with large amounts of client data, which need to be protected and defended from cyberattacks. As the business grew, WDR-S realized that their legacy backup software and traditional method of copying files no longer provided sufficient protection and did not deliver the required speed of recovery (Recovery Time Objective, RTO) and ability to select a point in time to recover (Recovery

Point Objective, RPO) demanded by its clients. Manual weekly backups were prone to error and took an excessive amount of time and resources to complete. WRD-S' customers required automation and a guarantee that their data would be protected to the highest standard.

WDR-S assessed a number of data protection solutions to find a vendor that could provide complete protection

SECTOR
IT Service Provider

KEY CHALLENGES
· Growing amounts of data
· Manual data management prone to error
· Dealing with multiple environments
· Increasing ransomware threats

KEY REQUIREMENTS
· Centralized management of backups
· Ease of use
· On-premises and cloud protection
· Remote management of the protected devices
· Instant data recovery

PROTECTED ENVIRONMENT
· Dozens of clients with hundreds of servers
· SAP data
· Local servers and workstations

KEY BENEFITS
· Easy management
· Reduced IT staff workload
· Improved RTO and RPO
· One solution to protect all data for all clients

for all client data and all workloads, including mobile, desktop, server, virtual and cloud environments. WDR-S also wanted a product that could offer an easy-to-use, centralized management interface, remote management of protected devices, and self-service capabilities. Increasing ransomware threats also called for a secure backup solution that was able to defend data from cyberattacks.

Solution

After carefully examining several different vendors, WDR-S selected Acronis Backup Cloud as the universal solution for their data protection needs. Acronis Backup Cloud, which is part of the Acronis Data Cloud platform for service providers, enabled WDR-S to provide complete protection and dramatically improve the RPO and RTO for their customers. Instead of running one backup per week, the company began to perform daily backups of the customer's important data and devices, storing backup files locally and in the cloud.

By offering industry-grade service level agreements (SLA) and guaranteed data protection, WDR-S was able to secure new business from Tier 1 companies in the country, dramatically improving the company's bottom line. WDR-S business grew by 20 percent in the first year after deploying Acronis Backup Cloud, and that expansion continues.

The new solution also noticeably reduced the time and resources previously spent on backup management. The easy-to-use interface streamlined daily tasks, so the company's IT team don't have to spend hours every week creating manual backups. In addition, with the ability to store data in any public cloud, WDR-S no longer depended on unreliable hard drives, eliminating the loss of vital data to hardware fault and human error.

Acronis Active Protection technology, which proactively prevents system unavailability caused by 99.99 percent of ransomware attacks, became one of the key reasons WDR-S selected Acronis' solution. Ransomware is a growing threat and Acronis' AI-based approach to data security stands out – not only does it immediately restore any ransomware-encrypted file, but it also actively monitors the system, preventing any malicious activity.

By offering complete data protection, WDR-S was able to expand its services into the neighboring Maldives, where new corporate customers flocked to WDR-S, looking for greater protection and easier management of their data.

Asela Wasala, CEO at WDR-S notes, *"Acronis Backup Cloud was our primary choice when it came to picking a complete backup solution. My IT team confirmed, installation was really easy and it's extremely convenient to use. Plus, each of our customer's data needs to be kept isolated and private, which is hard when storing all the backups in the same location – but Acronis' multi-tenant solution resolves this easily."*

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 WDR-S

WDR-S is an IT managed service provider company based in Colombo, Sri Lanka. The company is part of the WDR Group, which has been providing quality services in Sri Lanka and neighboring countries since 1986. WDR-S provides IT consultancy, access to best cloud services, IT Product Sales, Software/Mobile App development and Web development on the local market.

For more information, please visit **www.wdr-s.com**