

# Proposal Software Cuts Costs by 50 Percent with **Acronis** Disaster Recovery

Company Gains Complete Cyber Protection and Easy Disaster Recovery for all Physical and Virtual Servers

## **BUSINESS CHALLENGES**

Proposal Software provides services to global financial institutions, health organizations, and legal firms which do not tolerate service downtime and require high levels of data availability and security. Proposal Software must follow strict backup and disaster recovery (DR) policies to guarantee compliance and meet its service level agreements (SLAs). Any downtime may lead to revenue loss for their customers.

Prior to deploying Acronis, Proposal Software used the backup and disaster recovery services provided by their data center. While some of the backup data was copied off-site for redundancy, the remote location was also managed by the same vendor, potentially limiting the company's ability to recover data in case of a disaster.

In addition, the backup and DR software was complex and required significant resources to maintain. Proposal Software had doubts that they could achieve the four-hour recovery point objective (RPO) promised to its customers through the SLA. They needed a new solution to guarantee the data availability required by its customers.

## **ACRONIS SOLUTION**

After thoroughly researching available DR solutions, it became clear that only Acronis could fully meet Proposal Software's requirements. Acronis provided backup and disaster recovery in one package, which resulted in a significant productivity increase and up to 50 percent cost savings compared to the previous solution.

## **KEY CHALLENGES**

- Four hour RTO
- Data availability
- Complete protection

## **KEY REQUIREMENTS**

- Real-time replication of critical data
- On-premises and cloud storage
- Ease of use
- All-in-one backup and DR

## **PROTECTED ENVIRONMENT**

- Physical and virtual machines
- Web, email, files servers

## **BUSINESS BENEFITS**

- Increased efficiency
- Data availability and compliance
- Ease of management
- Significant cost savings

Acronis' innovative technology and excellent reputation in this market space helped Proposal Software make their decision: "Acronis has been in this market for 15 years and has a phenomenal reputation. We tell our customers that their data is protected by Acronis, and they love it," said Steven Heffter, Founder of Proposal Software.

Proposal Software deployed Acronis Disaster Recovery Service across the entire infrastructure, thus achieving complete cyber protection and easy DR for all its physical and virtual servers. In the event of a disaster, Proposal Software's servers could easily failover to a local appliance within the data center or to a remote copy in the Acronis cloud. Proposal Software decided to use the Acronis data center in Virginia, which provided extra redundancy and peace of mind that they can access their data, even if the primary site 700 km away in Massachusetts went offline.

When choosing the new solution, another critical factor was the availability and efficiency of Acronis' tech support. "We went through several account managers on our side and Acronis was always there to bring them up to speed. The fact that this software is so easy to use, also helps," Heffter said.

Proposal Software has not experienced any unscheduled disaster recovery situations but used the backup functionality of the Acronis Disaster Recovery Service to restore individual files and folders. The company also conducted failover tests, which went smoothly and without any problems. With Acronis, it's fast and easy to recover a single file or a database from a remote copy without a need to restore the whole server. "With Acronis we have much more control. Our required RTO is four hours and the new solution is well within this limit. It helps our business stay secure," concluded Heffter.

## ABOUT PROPOSAL SOFTWARE, INC

Proposal Software is a Maryland-based software company founded in 1994 to fill the niche of enterprise-level, high-volume proposal automation. Proposal Software accomplishes this by offering innovative Proposal Management and Production System (PMAPS),

a cloud-based solution delivered to clients as a service.

PMAPS assists proposal managers, sales teams, and marketing professionals streamline the process of storing, accessing and distributing content to support the proposal management, RFP management, and RFP response process. Through consistent client interaction, Proposal Software continues to evolve PMAPS to meet their customers' needs.

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**Steven Heffter,**  
**Founder**

## 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](#).