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Canadian Cloud Backup Grows Revenues 25% with Acronis Backup Cloud

Customer satisfaction rates up 45 percent with Acronis Backup Cloud white-label solution

Business Summary

Canadian Cloud Backup is an established service provider specializing in white-label (custom branding) cloud backup 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 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 back up 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®

SECTOR
Cloud Backup Services

KEY CHALLENGES
- Data protection solutions that can grow with the business
- One solution that supports different types of devices and applications

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

IT INFRASTRUCTURE
- Three datacenters in Canada
- Hundreds of terabytes of storage with aggressive growth plans
- Hundreds of partners
- Thousands of customers

BUSINESS BENEFITS
- Increased revenues by 25 percent over 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

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. As a result, Canadian Cloud Backup decided to look for a new solution that could meet their customers' platform requirements.

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 for their customers to access their own backup data easily from any location without the need for special software or 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.

The 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 that 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 Backup to manage their services using a single web-based console.

The new service has already been put to the test by a number of customers. For example, a hardware failure caused a server to crash at a local ophthalmology clinic. This resulted in large amounts of lost client records. Since the clinic used Acronis Backup Cloud technology, the data was easily restored from the cloud to a different server in just a few hours.

With Acronis Backup Cloud, Canadian Cloud Backup now 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, Canadian Cloud Backup 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 are able to better service 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."

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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 five million consumers and 500,000 businesses in over 145 countries. With more than 100 patents, several 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**