

# Gradwell Communications Improves Backup Services with Acronis

Communications technology provider leverages Acronis Backup Cloud to offer easy and scalable backup services to customers

## Business Summary

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 small 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 data 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.

## SECTOR

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

## 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

“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.”

### Why Acronis

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 which 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, which took 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 further explains, “Essentially, 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.”

# Acronis

## 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](http://www.acronis.com)

Copyright © 2002-2016 Acronis International GmbH. All rights reserved. “Acronis” and the Acronis logo are trademarks of Acronis International GmbH. Other mentioned names may be trademarks or registered trademarks of their respective owners and should be regarded as such. Technical changes and differences from the illustrations are reserved; errors are excepted. 2016-11