Acronis

Webplus Datacenter Grows Cloud Business 900% with Acronis

Acronis Backup Cloud with Acronis Storage helped improve service speed, brand perception, and customer satisfaction.

SECTOR
Web Hosting

KEY CHALLENGES
· Complex legacy solution
· Challenging capacity limitations
· Data sovereignty requirements
· Increased support requests
· Declining market adoption

KEY REQUIREMENTS
· Single solution for all data
· Self-service web interface
· Transparent licensing
· Centralized management
· Private-cloud storage

DATA ENVIRONMENT
· Seven datacenters in Brazil, Argentina, Colombia
· Windows® and Linux® servers
· Storage, web, email, DNS, database
· Customer data and devices

KEY BENEFITS
· Overall cloud business up 900%
· Over 20X more data protected
· Backups running up to 3X faster
· Support tickets down 50%
· Improved brand recognition

Business Summary
Webplus Datacenter is a Brazilian service provider offering the full range of datacenter services to small and medium businesses.
With seven geographically dispersed datacenters in Brazil, Argentina, and Colombia, Webplus offers email, backup, and datacenter services to thousands of businesses, enterprises, and government organizations, ensuring high-speed access and compliance with data sovereignty regulations.

Business Challenges
Many years ago, Webplus invested in a backup and data storage infrastructure to store and protect their customers' data. Over time, Webplus slowly began to realize that the company had outgrown its backup software. Customers were frequently complaining about how difficult the old backup solution was, and the support staff was taking on ever-increasing customer requests to restore data.
Explains Diogo Lopes, CEO of Webplus, "The old backup infrastructure was difficult to manage and when we added additional storage capacity, it disrupted the live system on many occasions. We were concerned that we might lose business and damage our reputation

webplus

if any of the servers were down for extended periods of time because of data loss or the slow restoration process."

Webplus also realized that its existing backup system could not support the company's growth; the old backup solution did not provide the high quality, hybrid cloud data protection services their customers were demanding. Webplus needed an innovative solution to sell to new and old customers alike, which could support their rapidly growing capacity requirements and grow their business.

The Solution

After careful evaluation of several backup solutions, Webplus selected Acronis Backup Cloud — a backup-as-a-service (BaaS) solution specifically designed for service providers. In the past, Webplus had a positive experience with Acronis' on-premises backup products and were confident Acronis Backup Cloud would meet their needs.

To facilitate private-cloud storage for their business customers, Webplus deployed Acronis Storage — an innovative software defined storage technology that Acronis uses in its own global cloud infrastructure. With Acronis Storage, Webplus can use standard x86 hardware for hot, warm, and cold data storage to lower costs, and can scale storage to exabytes to allow seamless business growth. More importantly, Acronis Storage keeps Webplus' customer data within the walls of Webplus' datacenters, ensuring compliance with data sovereignty regulations.

With Acronis Backup Cloud and Acronis Storage, Webplus
- Grew their cloud business by 900 percent
- Now backs up their server infrastructure three times faster
- Significantly reduced the volume of customers' requests for support and the support team's workload.

Customers can now manage their own backup and restore operations with an easy-to-use, touch-friendly web interface. Even more amazing: the volume of customer data under protection increased over 20 times over the last two years.

Acronis Backup Cloud also played an important role in improving the Webplus brand. Today, Webplus is one of the few service providers in the Brazilian market offering complete data protection for all data, all devices, all environments, with all data backed up to local datacenter storage. With Acronis Backup Cloud, Webplus protects all its customers' servers, workstations, mobile devices, and even public cloud services, such as Microsoft Office 365.

"Acronis is an important partner and one of the best partners we work with. Their product is great and it is easy to work with Acronis employees. It is an honor to be a member of the Acronis family," said Diogo Lopes, CEO of Webplus.

With Acronis' seamless deployment and easy management, Webplus is experiencing unprecedented growth driven by high demand for its superior data protection services.

Acronis

For additional information, please visit **www.acronis.com**