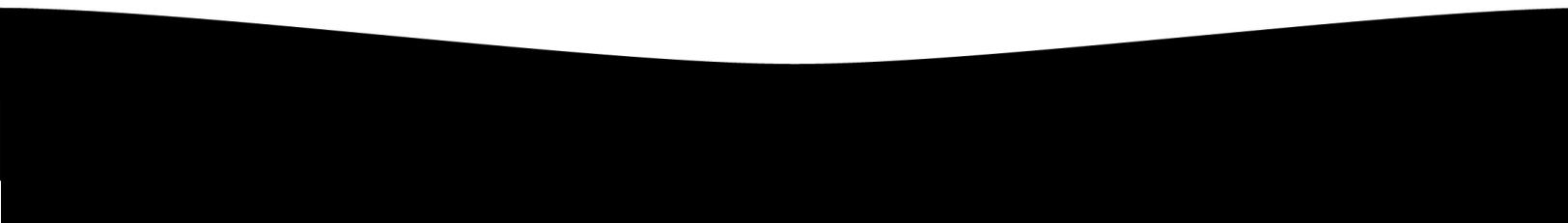# UNITRENDS

How DirectCloud-Backup Meets Customer Demands with Unique Hybrid Backup and Recovery Solutions from Unitrends

MSP Solution Brief Customer Success Story
DirectCloud

Solution Highlights

Industry
Backup and Recovery

Protected Platforms:
· Windows
· Linux
· OS X
· Solaris

Data Protected:
· 1 PB and growing

Solution
· Unitrends Enterprise Backup
· ReliableDR

Benefits
· All-in-one backup and recovery solution that combines on-site instant rollback and recovery with offsite archiving and disaster recovery with certified SLAs.
· Comprehensive backup and recovery coverage that includes both physical bare-metal recovery and virtual recovery to perform P2P, V2P, P2V and V2V recovery across heterogeneous environments. Supports more than 100 versions of servers, storage, OS's, hypervisors and applications including NAS, SAN, Windows, Linux, MacOS X, AIX, Solaris, iSeries, SQL, Exchange, Oracle, VMware and Hyper-V.
· Automated failover when an outage occurs to assure availability of critical applications and business services. Certifies recovery to specified SLAs with on-demand, automated DR testing that eliminates the cost and complexity of outdated, manual testing methods

Customer Profile

DirectCloud-Backup is a leading managed service provider in the Backup and Recovery industry. Focused on delivering its affordable services via the channel, As a Master MSP we help Resellers and Partners build out Tiered Recovery solutions to their customers using our Public, Private and Hybrid Cloud offerings. Using best of breed technologies from leading vendors, we have over 1Petabtye of infrastructure under management, operating a global service desk 24x7x365 – ready for any emergency.

At DirectCloud Backup, services are combined to provide everything businesses need from a leading Backup and Recovery MSP, integrated backup, Instant Recovery, and Disaster Recovery solutions including non-intrusive testing. DirectCloud Backup's "Fanatical Support" is spread business wide—from comprehensive pre-post support through to sales engagements and marketing, DirectCloud Backup is here to help support businesses of all shapes and sizes. Contact DirectCloud Backup today for market leading partner program information and leading recovery services.

The Challenge

Within the past several years, Steve Evans, IT Director at DirectCloud, a leading Managed Service Provider (MSP) in the United Kingdom, noticed that his customers' needs were evolving into an expanded set of demands. "We became more and more engaged in sales discussions with prospects and customers that went far beyond just backing up data," he recalled. "They wanted to know how quickly and reliably we could help them get back in business — recovering both data and applications—in the event of an outage or disaster." That meant customers were looking for recovery capabilities that could be measured in terms of Recovery Time Objectives (RTOs) and Recovery Point Objectives (RPOs), and formalized into Service Level Agreements (SLAs) from providers like DirectCloud. It was a challenge that Evans knew DirectCloud would have to meet if it expected to grow and prosper in the UK and European market, especially among mid-size companies that depended on their IT systems to do business.

In exploring alternatives to satisfy customer expectations, Evans had to also contend with another issue: the vast majority of customers needed to backup and recover data in a mixed physical and virtual environment. "We saw a lot of technology that could backup and recover data in virtual environments but that was essentially useless in satisfying customers that needed recovery for both physical and virtual machines," Evans noted. "Trying to implement and manage bare metal restores along with virtual machine recovery required multiple software vendors and a lot of time and effort to coordinate. And then we discovered Unitrends."

The Technology Solution

Unitrends, according to Steve Evans, delivers an all-in-one solution with a combination of integrated hardware and software that is unique in the industry. For Direct Cloud customers and local VARs, Unitrends provides the unmatched ability to easily and quickly backup and recover files and applications for hybrid physical and virtual environments combined with heterogeneous compatibility across more than 100 operating systems, platforms and applications.

"That means as an MSP partnering with Unitrends," Evans explained, "we can

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> *"We can reliably serve the secondary offsite and disaster recovery function."*
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> *"Now we've got a simple, easy and affordable answer for them, thanks to partnering with Unitrends."*
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> *"Non-intrusive testing with ReliableDR is one of the major strengths and advantages of going with Unitrends."*
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reliably serve the secondary offsite storage and disaster recovery function while our partner VARs can support Unitrends hardware appliances on-site for instant recovery. " He went on to emphasize, "The end user customer gets the best of all worlds: instant recovery with a backup and recovery hardware appliance on-site, along with offsite archiving and disaster recovery using virtual appliances." And for Steve Evans, that's just the beginning.

Unlike any other vendor, Unitrends Enterprise Backup (UEB) and ReliableDR software automates the failover process for both virtual and physical environments while certifying recovery with non-intrusive DR testing. "Non-intrusive testing with ReliableDR from Unitrends is one of the major strengths and advantages of going with Unitrends," Evans noted. "We can automate failover testing and obtain Recovery Time Actuals (RTAs) and Recovery Point Actuals (RPAs) at any time without impacting our customers' production environments." "From an MSP perspective," he continued, "this is the holy grail of backup and recovery—the kind of solution our customers have been asking for recently. Now we've got a simple, easy and affordable answer for them, thanks to partnering with Unitrends."

The Channel Partner Solution

To help anticipate and keep pace with customer demands, Evans and his colleagues conduct continuous evaluations of technologies and vendors in their search for better ways to assure backup and recovery. "A lot of vendors can provide virtual backup," he emphasized, "but with Unitrends, we can automate and support resellers with backup and recovery assurance to meet SLA's no matter how diverse or complex the customer's environment. That's a significant competitive advantage for our resellers and customers." Just as important to Evans is the working relationship with Unitrends. "Our engagement with Unitrends' sales and support teams has been fantastic," he said. "From the top level on down to pre-sales support staff, Unitrends has made it easy for us to get up to speed on the technology very quickly, and then roll out the solution to our customers in a matter of weeks." The result is a "no-risk" partner strategy that enables DirectCloud and its resellers to meet customer expectations with a comprehensive solution for certified backup and recovery of critical data and applications. By partnering with Unitrends, DirectCloud can serve as a 'master MSP' and offer a unique backup and disaster recovery all-in-one solution to other managed service providers and VARs in the UK and throughout Europe.

Key Benefits

Evans summarized the benefits of the Unitrends partnership in building a multitiered recovery model that provides optimum data protection for midmarket customers:

- Helps MSPs offer the right solution at the right time to meet increasing customer demands for backup and certified application recovery according to SLA's.

- Delivers a simple, reliable, scalable solution that easily expands to meet customer growth, managing backup and recovery for hundreds of VMs and physical machines through a single pane of glass.

- Saves hundreds of hours of time and effort by MSP staff in managing, maintaining and testing disaster recovery functions that meet specific RTO, RTA and SLA metrics.

• Saves Provides outstanding Unitrends sales, technical and marketing support for MSPs and VARs to assure rapid time to value for partners and customers.

The Results

DirectCloud is already deploying Unitrends solutions with two end user customers and their associated local VARs in the London area. The MSP's recovery model for customers and VARs incorporates local and offsite backup and recovery based on three major tiers of service:

Local Backup and Recovery using Unitrends Recovery Series, cloud-ready hardware appliances.

On-site/Offsite Archiving and Recovery using Unitrends.

Offsite Disaster Recovery using UEB and ReliableDR. "Unitrends has provided the kind of technology and partnership we've been wanting for a long time," Evans concluded. "We can hardly wait to roll out our certified recovery solution to more customers and VARs knowing how much they appreciate getting that SLA recovery assurance."

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About Steve Evans

Steve Evans is the IT Director at DirectCloud-Backup, a division of BlueCube Technology Solutions, a leading managed service provider in the IT industry. He has been an MSP for over 10 years. In his spare time he competes in triathalons.

Are You Ready to Get Protected? Connect with us Today for a Customized Quote ➡

About Unitrends

Unitrends delivers award-winning business recovery solutions for any IT environment. The company's portfolio of virtual, physical, and cloud solutions provides adaptive protection for organizations globally. To address the complexities facing today's modern data center, Unitrends delivers end-to-end protection and instant recovery of all virtual and physical assets as well as automated disaster recovery testing built for virtualization. With the industry's lowest total cost of ownership, Unitrends' offerings are backed by a customer support team that consistently achieves a 98 percent satisfaction rating. Unitrends' solutions are also sold through a community of thousands of leading technology partners, service providers, and resellers worldwide.