

## Australian MSP adds offsite cloud backup to his tool chest

### The Challenge

In early 2004 Kevin Allan was operating an IT consulting firm that focused on the SMB market. Over time he discovered that most of the businesses he services lacked a structured backup plan. Most businesses had good intentions about protecting their data, but frequently did little about it. Most of his clients would backup to CD, DVD or to an external hard drive when they remembered to do so, however in the absence of a process, their businesses were at risk. "I saw a real opportunity to fill a business need. Sure, there were other online backup options available on the market, but the cost per gigabyte was just too high for my SMB prospects" stated Kevin Allan, Founder and Managing Director of Corporate Backup Pty Ltd.

### The Solution: ROBOBAK

When he first looked for a software solution that would meet his and his customers' needs, Allan searched for a product that would do the job and allow him to operate a cost competitive service. Other key requirements included a web-based interface that allowed his customers to recover and access their own data quickly and securely. After reviewing around 100 different offerings he evaluated about 20 in depth. Anticipating the work load that an online backup service would put on his own support organization, separated the wheat from the chaff fairly quickly. "Most of the interfaces I saw were not designed with a small business user in mind. Our clients trust us with their data and their entire business...we need to deliver a product that lives up to that trust, which includes making it easy for them to use it," Allan explains. ROBOBAK met all these requirements and passed performance tests with flying colors.

From the start, Allan knew he'd made the right decision. "The ROBOBAK team provided excellent support from the get-go," he says. "We had no hesitancy about dealing with them, even though they were from North America, half a world away...you could tell what kind of people they were by the way they'd quickly respond to our email."

Allan deployed ROBOBAK's Version 8 Data Protection Suite software at Corporate Backup's clients throughout Perth. While they were all within a 20-kilometer radius, Allan realized that with many other software options, setting up agent software on every computer at every site would be time-consuming. Which made, he says, ROBOBAK's agentless implementation a real benefit. "We're dealing with small businesses, so they might only



*"We used to ask our clients to back up their data on tape, then move it offsite. We found that the rate of getting them to actually do it was abysmal. And most of our clients aren't large enough to justify having a service come by to pick up their tapes."*

Kevin Allen - Founder  
& Managing Director,  
Corporate Backup Pty Ltd.

have a few machines. But having to deal with only one machine at each location was a real plus for us," Allan says. "We expected it to go smoothly, and we went to our clients and set up new backup profiles. It was only a 10-minute job per site."

*"Our clients are glad to know that their data is being automatically backed up offsite. It's one less thing for them to do, and eases their work load; they didn't want the hassle of doing it themselves. Even half an hour a day is a real problem for small businesses."*

Kevin Allen - Founder & Managing Director, Corporate Backup Pty Ltd.



Day-to-day operations have proven to be simple as well. Corporate Backup stores its clients' information in several data centers throughout Perth. In a country where Internet usage is still metered, ROBOBAK's built-in de-duplication at the source has proven to be both a time- and money saver. "Our clients need to transfer five gigabytes on average, and if they go over that amount, their ISP reduces their throughput. The same is true for downloading; you can download five gigabytes a month, and beyond that, their throughput speed is reduced. ROBOBAK's deduplication feature helps since our clients don't have to count multiple files against that quota. One of our clients, a mining company, routinely backs up eight gigabytes of data, but only transmits one gigabyte because of ROBOBAK's de-duplication. That means we can transmit data faster, keeping the backup windows to a minimum, and with ROBOBAK's compression, they're getting as much as 8:1 compression, meaning their backup is done in 1/8th the time.

The online backup service turned out to be a key contributor to Allan's business. It takes the relationship with clients to a new level when it comes to trust and thus opens the door to a welcome variety of upsell opportunities.

## The Future

As Corporate Backup continues to grow, Allan calls ROBOBAK "the life of the company. If we didn't have ROBOBAK, we wouldn't be in business," he says. "We're looking to expand our business by 500 percent over the next year. We'll stay focused on SMBs and will expand into the SOHO (small office, home office) market. ROBOBAK is a good choice for all sizes, even if you're going to start small. It's easy to grow and it does the job, and it makes my life easier as a result. I just don't need to worry. And the less you worry about your back end stuff, the more you concern yourself with growing your business. It's a great product, and I don't know where I'd be without it."

## About Corporate Backup

Corporate Backup Pty Ltd was formed in 2005 to provide a comprehensive and affordable Offsite Data Backup service for Small and Medium Businesses. Going into its sixth year of operation, it is Corporate Backup's mission to put together a quality Offsite Backup service that IT Service Providers can offer their clients. For more information, please visit: [www.corporatebackup.com.au](http://www.corporatebackup.com.au) or call 1300 885 117.

*Accelerating Cloud Backup.*

For more information, visit [www.kineticd.com](http://www.kineticd.com)  
or call 1.866.430.2406 (toll free) or +1.416.203.2406

