Digital-Effect Network Expands Customer Cloud Usage with **Acronis**

Acronis Backup Cloud Removes Risk and Adds Cost-Efficient Flexibility with Cloud Services

BACKGROUND

For over 20 years, Digital-Effect Network Co., LTD (DENET) has served as an infrastructure coordinator in the IT industry. They design and introduce highly customized web systems and core computer systems based on customer requirements, and provide a 24/7, one-stop service for monitoring, restoration, and more.

Additionally, they provide satellite services that support high-load countermeasures for web systems, security measures, infrastructure environment monitoring, and shared hosting. One example is their Anshin Cloud Backup service that is based on the Acronis Backup Cloud solution for managed service providers.

BACKUP AS A SERVICE PILLAR

DENET uncovers problems that their customers fail to recognize and provides the solutions they need to offer increased value for their business. These solutions included everything from day-to-day operations to cloud services. Alongside these services, the DENET team began offering satellite services to help customers feel more secure.

Tomoyuki Yoshida, Integration Team Manager and Director of Cloud Business Department explains that to advance this satellite service strategy, DENET established "four pillars of IT service: high-load countermeasures, monitoring operations, security measures, and backup... Unfortunately, we didn't have a backup solution for our customers at the time. Finding Acronis Backup Cloud to power our own Anshin Cloud Backup was a great breakthrough."

SECTOR
Technology

KEY CHALLENGES
- Customer budget limitations
- Customer cloud storage security concerns

KEY REQUIREMENTS
- Minimal upfront costs
- Reliably secure cloud services

"A REVOLUTIONARY SERVICE PLATFORM"

Generally, an initial investment of millions to tens of millions of yen (anywhere between $9,000 and $90,000) is required for in-house backup for businesses using a physical server. As a result, budgeting for conventional backup solutions isn't easy for small and medium-sized businesses.

Fortunately, Acronis Backup Cloud's pay-as-you-go system helps to make a quality backup solution a viable option for DENET's clients, regardless of their size or budget.

"Thanks to Acronis Backup Cloud, we're able to provide backup solutions [that] small and medium-sized businesses can use it easily," Yoshida said. "Acronis Backup Cloud is a revolutionary service platform. It has made reliable backup services an option for all of our customers."

The fact that no initial investment is necessary and that the cloud backup infrastructure can be easily prepared are major benefits for DENET. As a result, they were able to offer Anshin Cloud Backup shortly after Acronis deployed the services because the preparations and financial risk involved were minimal.

In addition to providing cloud backup services, DENET is responsible for managing and operating them all according to each customer's specific requirements. With so many customers, their backup solution needed to be highly customizable.

"With Acronis Backup Cloud, we haven't had any problems. Compared with other services in terms of flexibility and price, Acronis Backup Cloud is clearly better. It's easy to install, can be configured from the control panel screen, and allows us to review backup status at a glance, all with high levels of usability," said Naoaki Taniguchi, Cloud Business Department Professional.

REMOVE BARRIERS AND WIDEN CLOUD USAGE

While many companies still rely exclusively on on-premises backup solutions, Acronis Backup Cloud offers benefits that DENET's customers find compelling. DENET is able to maintain their customers business continuity plans through unexpected data loss from device failures, ransomware attacks, and disasters like fires and earthquakes. "I always recommend cloud backup [to clients] because I'm confident that Acronis Backup Cloud is absolutely good," said Yoshida.

"On the other hand," Taniguchi points out, "some customers still hesitate to use cloud services because of the risks involved – although the demand for cloud services is growing in the market. That's why I think it's DENET's responsibility to remove these barriers and help broaden cloud usage."

With that in mind, DENET is committed to offering flexibility to meet their customers' backup requirements while encouraging cloud migrations. "We recommend the cloud over on-premise solutions. It provides reliable services and securely protects data in all environments with Acronis Backup Cloud," said Taniguchi.

"With the spread of cloud services, the global consciousness has changed from 'ownership' to 'use'. That's why we recommend customers 'use' rather than 'own', and DENET also needs to change from 'ownership' to 'use'. I feel that Acronis Backup Cloud is perfect [for] this era," said Yoshida.

ABOUT ACRONIS

Acronis sets the standard for cyber protection and hybrid cloud storage through its innovative backup, anti-ransomware, disaster recovery, storage, and enterprise file sync and share solutions. Enhanced by its artificial intelligence-based ransomware defense, blockchain-based authentication and unique hybrid-cloud architecture, Acronis protects all data in any environment, including physical, virtual, cloud, mobile workloads and applications.

Founded in Singapore in 2003, today the company is trusted by more than 5 million consumers and 500,000 businesses worldwide, including 79 of the top 100 most valuable brands.