

# O4IT Reduces Data Center Costs and Offers Cloud Storage Targets with **Acronis** Cyber Protect Cloud

Colombia-based MSP changes the way it offers backup to customers and shows a return on investment within four months.

## BACKGROUND

O4IT is a Colombia-based MSP that was founded in the cloud 12 years ago. Every solution they offer is cloud-based and is provided from three different sites: their private cloud, a public cloud, or a hybrid of cloud and on-premises solutions. The company manages its own private cloud through operations in neutral data centers including the Equinix NAP of the Americas in Miami and in the NAP of the Americas in Colombia. O4IT has over 250 employees and serves over 200 customers ranging from SMBs to large enterprises and governments. The company serves all industries but has a particular focus on the banking agriculture and insurance sectors and they also manage a reseller ecosystem that accounts for 20% of its business.

## THE CHALLENGE: MINIMIZING BANDWIDTH COSTS WHILE OPTIMIZING RECOVERY TIME

O4IT wanted to offer its customers a backup solution primarily for workstations and servers that stored data in the cloud. However, managing bandwidth costs coming out of customers' locations and their data centers was a big concern. The company was initially using Avamar as a backup solution, then started using Veeam instead, but still wanted to optimize its costs – both internal and customer charges. O4IT needed a backup solution that provided cloud storage targets with low bandwidth consumption while optimizing customer recovery times.

## KEY CHALLENGES

- Reduce internal data center costs
- Offer a compelling cloud-based backup solution

## KEY REQUIREMENTS

- Minimize bandwidth and storage costs
- Provide cloud storage targets

## PROTECTED RESOURCES

- 50 servers
- Exchange Servers, SQL, and MySQL databases
- 25 TB of data

## KEY BENEFITS

- Ease of management and implementation
- Immediate profitability
- Enhanced feature set

## THE SOLUTION: ACRONIS CYBER PROTECT CLOUD

With support for more than 20 virtual, physical, and cloud platforms, and hybrid cloud backup capabilities, O4IT determined that Acronis Cyber Protect Cloud was an ideal solution. Additional considerations made O4IT's decision easy – like the built-in AI-based anti-ransomware and anti-cryptojacking technology, Acronis Active Protection. With it, O4IT can now manage all of their clients, enabling them to recover individual files, application data, or entire virtual platforms. Furthermore, Acronis Cyber Protect Cloud provides flexibility so the company can restore its customers to the original or completely new destinations while managing data from a centralized location.

According to Cesar Garcia, Product Development Director for O4IT, “when we compare what we can do ourselves with what Acronis Cyber Protect Cloud does, it becomes too complex for us in terms of manpower, internal storage costs, and bandwidth. With Acronis, it's easy and cost-effective, and the bandwidth consumption from the Acronis agent is very minimal.”

## THE BENEFITS: IMMEDIATE PROFITABILITY AND ENHANCED PRODUCT FEATURES

The benefits of partnering with Acronis were immediate. O4IT was able to roll out Acronis Cyber Protect Cloud across its clients in under two months and showed a return on investment within four months. With two Acronis Certified Engineers (ACE) leading the charge, Mr. Garcia notes, “once we signed with Acronis, we got access to the portal and it was very easy to create tenants.” He continues, “our cloud backup solution with Acronis avoids

the need to have storage and bandwidth costs in our data centers. We simply provide a management layer on top of Acronis.”

O4IT has also benefited from the enhanced feature set that comes with Acronis Cyber Protect Cloud. Specifically, they are now marketing anti-ransomware capabilities as part of their security portfolio. They have also started offering backup for Office 365. Per Mr. Garcia, “Acronis changed the way we offer cloud backup. The solution is easy to install and manage and

has helped us win many new client opportunities.” Currently, the company manages 50 servers and 25 TB of data with Acronis, backing up critical client workloads like Exchange Server, SQL, and MySQL.

Even more importantly, O4IT is showing significant growth with Acronis Cyber Protect Cloud. Mr. Garcia estimates that the company will double year-over-year revenues in 2020.

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**Cesar Garcia,**  
**Product Development Director**

## ABOUT ACRONIS

Acronis unifies data protection and cybersecurity to deliver integrated, automated [cyber protection](#) that solves the safety, accessibility, privacy, authenticity, and security ([SAPAS](#)) challenges of the modern digital world. With [flexible deployment models](#) that fit the demands of service providers and IT professionals, Acronis provides superior cyber protection for data, applications, and systems with innovative [next-generation antivirus](#), [backup](#), [disaster recovery](#), and [endpoint protection management](#) solutions.

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