

REDITELSA S.A. has increased its backup speed by 50% and improved its RTO and RPO values with **Acronis** Cyber Backup Cloud

Acronis solutions streamline backup management and facilitate market access

THE COMPANY

Founded in 2003 and based in Madrid, REDITELSA S.A. operates in the telecommunications sector in Spain, Portugal and Latin America. Since its initial focus on manufacturing and selling passive components for telecommunication networks, REDITELSA's relationships with the main European ISPs and telecommunication operators have gone from strength to strength, and in 2015 it created an active technology division to launch new security, storage and infrastructure systems. Under the motto, "Your success is our success," REDITELSA gives its resellers and partners the added value they need to meet the market's emerging requirements.

REDITELSA has not only made a name for itself by providing high-level specialized solutions, but also for being proactive and committed, and it is these values that have quickly turned it into one of the main operators in the sector.

THE CHALLENGE AHEAD

The first backup solutions REDITELSA offered were based on a physical security appliance installed on the end-customer side. It was a solution for customers with their own infrastructure, a large volume of information and a high level of technical knowledge. Although the system was complete, market options were limited, as it was only suitable for large firms. "But we all have backup problems, whether we're a freelancer or a major enterprise," said Sergio Vuelta, Director of IT Services. As a result, the company could only tap into 20% of the available market with this model.

SECTOR

Telecommunications

KEY CHALLENGES

- Limited market
- Complex management
- Multiple agents
- Multiple points of failure

KEY REQUIREMENTS

- Multiplatform
- Multilayer console
- Pay-as-you-go
- Simplicity and flexibility

PROTECTED ENVIRONMENTS

- 48 TB Cloud
- 52 TB local

KEY BENEFITS

- Pay-as-you-go
- Can adapt to any scenario
- Unified console
- Co-branding philosophy
- Integration with APIs

UNEXPECTED BENEFIT

- Co-branding philosophy

With the onset of cloud storage, some resellers began to set up the system in their own data centers and turn it into a private cloud. Very few had a DPC fit for that purpose, however. Even though new technologies emerged over time, they were rather inflexible and caused additional implementation, incompatibility, management and licensing problems, as well as difficulties in preparing budgets.

THE SOLUTION

Not only did REDITELSA need a technology that could access the entire market, it also needed a system that was flexible, simple and global. The solution was provided by Acronis whose idea, as Sergio Vuelta explained, was “to create a multilayer, multirole cloud console that is easy to manage commercially and allows the project to be measured by gigabytes rather than individual licenses. Everything is simple with Acronis; one tool, one marketing objective, one way of measuring data transfer.”

THE RESULT

Acronis's solutions enabled REDITELSA to tap into the entire market and turn its first profit within one month of implementation. There are currently 350 resellers serving all types of end customers, from freelancers and small and medium enterprises to large companies, and they can also organize all a multinational's backups with a single console. “It was an impressive improvement,” said Sergio Vuelta, who highlighted the simplicity, clarity and guaranteed restoration of the system.

With implementation periods ranging from 24 hours to two weeks in the most complex cases, REDITELSA has gained time as well. Acronis has also provided training and support, which REDITELSA has passed on to its resellers. Incident figures have also been positive as

there were only 22 incidents in 2018. Over 500 calls were handled and solved internally by REDITELSA as a result of the training it received and how easy it is to access logs, thus ensuring incident resolution times are kept to a minimum. With an increase in backup speed of 50%, the RPO has dropped from 60% to 20%, and the RTO has improved by 80%.

Another key advantage is that the Acronis console allows APIs to be integrated with existing managed security or infrastructure management systems. REDITELSA has benefited from this functionality by integrating APIs with its CRM and improving its customer service.

Acronis's cobranding philosophy has also provided added value: the fact that the reseller's brand appears on the end customer's console helps to consolidate its brand and position itself as a service operator to the customer rather than a mere intermediary. This not only strengthens the link between them, but also considerably increases business opportunities.

THE FUTURE

REDITELSA is about to add to its services with Acronis Cyber Disaster Recovery. The next step is to incorporate Acronis Notary Cloud to streamline document and contract management for GDPR compliance. REDITELSA has commended Acronis for its technological progress, ability to anticipate market requirements and highly reliable planning and implementation of new services, as these are all crucial for continuing their business relationship into the future. Sergio Vuelta concluded by saying: “Whenever I look ahead, I feel we can expand our horizons with Acronis. As visionaries, they're very influential. They immediately made an impact on the market with a solution that's global, complete, simple, robust and reliable. Right from the start, Acronis was the best choice we could have made.”