# Swiss web hosting service NovaTrend benefits from the integrated **Acronis** Cyber Protect Cloud solution

## Acronis provides fast data recovery and reduces support workload with cPanel support

### BACKGROUND

Solid, reliable, and secure—in true Swiss style. As one of Switzerland's leading web hosting services, these are the standards to which NovaTrend aspires. Based in Baar, NovaTrend was founded in 2004 as a full-service web host offering a comprehensive range of services. At present, it is the only company in Switzerland to offer web hosting services for an all-inclusive price. Unlike their competitors, NovaTrend does not charge customers extra fees for using site builders or restoring data.

Without exception, all customer accounts are hosted on the company's own servers, with their own network structure, in one of Switzerland's most modern and secure data centers. As a result, the company is able to maintain highest security standards and guarantee complete privacy for all data their customers store.

### THE CHALLENGE

Data loss can lead to expensive downtime, dissatisfied customers, regulatory fines, and a drop in turnover. As a result, IT pros must meet extremely high expectations. They're responsible for keeping businesses up and running 24/7. With more and more people working from home on account of the COVID-19 pandemic, this topic is more relevant than ever before.

According to Michael Brunner, CTO of NovaTrend, "We were looking for a reliable and trustworthy solution. Because cheap offers are useless if you can't recover data in an emergency. We wanted short backup windows and fast data recovery for our customers if the worst comes to the worst. We found the answer in Acronis."

### KEY CHALLENGES

- Reduces data loss for customers
- Short backup windows
- Keeps businesses running 24/7

### KEY REQUIREMENTS

- cPanel support
- Faster rollout
- Minimal training required

### KEY BENEFITS

- Backup is independent of workload
- Prompt restoration of data even in case of server crashes
- Permanent reduction in support

One of the key requirements in a solution was support for the cPanel control panel solution. cPanel servers simultaneously act as web servers, mail severs, and database servers, handling huge quantities of small mail files, large databases, and websites on a daily basis.

## THE SOLUTION

NovaTrend looked at a few solutions but ultimately determined that Acronis Cyber Protect Cloud — with its support for more than 20 virtual, physical, and cloud platforms, as well as hybrid backup and recovery capabilities — was their ideal solution. Built for service providers from the ground up, Acronis Cyber Protect Cloud is a channel-friendly solution that features strong management, provisioning, and billing functions along with support for cPanel. Through a single, centralized management console, NovaTrend is now able to manage all of their backups and recover individual files, application data, Microsoft 365 mailboxes, or entire virtual platforms. Furthermore, Acronis Cyber Protect Cloud provides the flexibility that lets NovaTrend restore their customers to similar or dissimilar hardware while managing data from a centralized location.

## THE RESULT

Acronis Cyber Protect Cloud delivers the data protection that meets NovaTrend's demands, while being an extremely economic solution for companies. To protect nearly 400 TB of data, NovaTrend uses Acronis Cyber Protect Cloud and 6 nodes of Acronis Cyber Infrastructure. At present, the solution protects around 150 cPanel servers.

Mr. Brunner notes, "The Acronis rollout was fast and straightforward. Our customers will benefit greatly from this excellent solution, and it has permanently reduced our support workload."

To help customers recover their own data, Acronis offers a special plugin for the cPanel control panel solution. Customers don't require any particular expertise to restore files, databases, emails, and settings quickly and easily. In fact, the solution is so easy to understand and use that the NovaTrend support team did not require any training after implementing the Acronis Cyber Protect Cloud. Restoring data was once a complex, laborious process, because customers often didn't know which data they needed to restore, or where it could be found. Now it's extremely straightforward with Acronis and with direct access to the solution. Even if a server crashes completely, it can be restored very quickly.

So from now on, Acronis will provide NovaTrend and its customers with comprehensive data and cyber protection.

## 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.

Founded in 2003 and with dual headquarters in Switzerland and Singapore, Acronis is a global organization that is trusted by 100% of Fortune 1000 companies. Learn more at acronis.com.

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# Acronis

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