Diadem solves technical and commercial challenges by selecting **Acronis** Cyber Cloud

With the help of ZNetLive, Diadem has eliminated backup failures, improved storage optimization, and now has favorable commercial terms to offer BaaS and DRaaS

BACKGROUND

Diadem Technologies is an ISO27001-certified Cloud Service Provider, providing managed Infrastrucutre-as-a-Service (IaaS), Platform-as-a-Service (PaaS), and Disaster Recovery-as-a-Service (DRaaS) for clients worldwide. Founded in 2000, the company's headquarters is at GPX Mumbai, a TIER IV data center. Diadem prides itself as being an independent provider particularly focused on the needs of small and medium-sized businesses.

THE CHALLENGE

Diadem's existing vendor provided an unacceptable level of service and support across many mission-critical dimensions. First and foremost, backups were regularly failing and support was lacking. Technically, the backup storage volume was not scalable, and it required excessive storage and compute resources. There was no option to recover a bare metal node as a Hyper-V or VMware VM from the backup interface during disaster recovery (DR) situations. Furthermore, there was no option to provide clients backup-as-a-service (BaaS) offering leveraging their on-premises deployment.

On top of these technical challenges, the vendor required a multi-year commitment without a pay-as-you-go (PAYG) model. Adding additional agents also required a multi-year commitment with upfront payments. Finally, the user interface gave no option to create multiple resellers. According to Hriday Biyani, CEO of Diadem Technologies, "We realized that our existing backup system was not as advanced and failed to back up different types of environments. We needed a unique solution that could help us protect all our server environments. So, we decided to look for solutions that could meet our clients' needs."

KEY CHALLENGES

- Backups were failing
- Excessive storage and compute resources were required
- Unappealing commercial terms, including multi-year contracts and upfront payments

KEY REQUIREMENTS

- Reliable backups
- Ability to leverage infrastructure to offer BaaS and DRaaS to clients
- Flexible billing terms

KEY BENEFITS

- Backup failures reduced from 20% to near 0%
- Storage cost optimization due to a 3x improvement in compression
- New revenue streams from as-a-service offerings

THE SOLUTION — ACRONIS CYBER CLOUD

With the help of its MSP partner ZNetLive, Diadem ultimately determined that Acronis Cyber 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 Cloud is a channel-friendly solution that features strong management, provisioning, and billing functions. Through a single, centralized management console, Diadem can manage all of its backups and recover individual files, application data, Microsoft 365 mailboxes, or entire virtual platforms. Furthermore, Acronis Cyber Cloud provides the flexibility that lets Diadem restore their customers to similar or dissimilar hardware while managing data from a centralized location.

TECHNICAL AND BUSINESS BENEFITS

With Acronis from ZNetLive, Diadem addresses both the technical and business shortcomings of its previous solution. First and foremost, it reduced backup failures from 20% to 0%. By better leveraging its data center infrastructure, Acronis helped Diadem significantly improve its backup storage compression rate from 20% to 60% leading to storage cost optimization. Additional optimization occurred because the Acronis agent effectively runs on all Diadem workloads, with minimal agent load on the deployed nodes. Additionally, the "Restore as a VM option" is a game-changer for Diadem, enabling them to recover a crashed system as a virtual machine (VM) so clients can continue to access their server while the bare metal hardware is recovered in the background.

When it came to improving Diadem's business, Acronis was able to offer a PAYG model along with GB-based and device-based pricing. Diadem was also able to start offering BaaS and DRaaS to their clients, thereby creating new revenue streams. As an MSP, ZNetLive was able to relate to Diadem's challenges and requirements

and explain how Acronis was the answer. According to Umesh Dubey, IT Manager for ZNetLive, "With Acronis, we were able to help Diadem provide better services to their clients, saving them time and effort. This implementation made it extremely easy for their team to protect the IT infrastructure of their clients."

In closing, Biyani notes, "The ZNetLive team's ability to visualize our sensitive data and the implementation of Acronis supported our business goals by providing compliance with minimal client impact. Ultimately, the Acronis implementation has proved successful and has improved our company's and our clients' security posture."

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> **Hriday Biyani, CEO of Diadem Technologies**

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. With award-winning AI-based antimalware and blockchain-based data authentication technologies, Acronis protects any environment – from cloud to hybrid to on-premises – at a low and predictable cost.

Founded in Singapore in 2003 and incorporated in Switzerland in 2008, Acronis now has more than 1,500 employees in 33 locations in 18 countries. Its solutions are trusted by more than 5.5 million home users and 500,000 companies, including 100% of the Fortune 1000, and top-tier professional sports teams. Acronis products are available through 50,000 partners and service providers in over 150 countries in more than 40 languages.