Centorrino Technologies Achieves 18x More Efficiency with **Acronis** Backup Cloud

Australian IT Company Uses Acronis Software to Accelerate Customer Recovery Time and Deployment

BUSINESS BACKGROUND

Centorrino Technologies (CT) is an Australian IT services company that prides itself on delivering the highest levels of customer service and support to its clients. They exist to empower everyone from the classroom to the boardroom. CT is a team of 80 passionate information and communications technology (ICT) professionals that work to offer a range of products including 100 percent local managed IT services, audiovisual solutions, cloud services, VOIP solutions, ISP services, resourcing services, project services, and consulting. The company is passionate about driving their customers' success by ensuring innovation and creativity stays at the heart of what they do.

BUSINESS CHALLENGES

Cyber protection is an important component of the managed IT services provided by Centorrino Technologies (CT). Customers expect only the best, from complete protection of all customer data to fast and easy restoration from backup when required. CT has been delivering exceptional service in this respect, but as the business grows and the volume of data increases, ensuring reliable cyber protection on legacy platforms can become problematic.

The backup platform that CT had previously used was suffering from various technical issues. It was buggy and lacked comprehensive reporting. Its alert mechanism produced many false positives, causing frustration and forcing backup administrators to spend hundreds of man-hours every day verifying that backups were completed successfully.

INDUSTRY

IT Service Provider

KEY CHALLENGES

- Growing amounts of data
- Efficient backup and restoration
- Reliability

KEY REQUIREMENTS

- Easy management
- Data storage flexibility
- Easy deployment
- Multi-tenant/multi-tier architecture

PROTECTED ENVIRONMENT

- Company infrastructure
- Clients' infrastructure
- Physical and virtual servers, applications
- On-premises and cloud

KEY BENEFITS

- 18x efficiency improvement
- Reduced errors
- Increased customer satisfaction

This wasted valuable time that could have been spent on productive tasks everywhere. Data restoration was also difficult. Even successful backups were a challenge to restore, which put CT under enormous pressure when fulfilling their SLA obligations.

"It had to change. We thought that if we're not happy to use it, our customers wouldn't be happy either. We knew we had to do better if we wanted to deliver exceptional customer service," said Jason Amato, Marketing Manager at Centorrino Technologies.

ACRONIS SOLUTION

CT compared a number of backup vendors and selected Acronis Backup Cloud because of its comprehensive feature set, simple licensing, and ease of use. "It was simply the best backup that we encountered during our research and testing phase," Amato said.

Acronis Backup Cloud offered more features than other products tested by CT, supporting more than 20 platforms and protecting all required virtual, physical, and cloud environments. It offered the single, unified backup solution that CT's customers needed to protect all their data.

Acronis Backup Cloud offered great flexibility that was important to CT. Other solutions didn't allow users to bring their own storage while some others were fully cloud-based. Acronis, with its hybrid cloud architecture, offered complete flexibility as to how and where protected data could be stored.

Per Amato, "Other solutions shoehorned us into a situation where we had to tell our customers they couldn't do certain things. With Acronis we have complete flexibility, and this allows us to offer the best user experience."

A highly functional user interface (UI) was also an important factor. Many solutions reviewed by CT didn't have a great UI. The Acronis interface was much easier and more intuitive, which was important both for CT and their customers.

Other critical factors were full encryption, active protection against ransomware, easy licensing, a multi-tier/multi-tenant architecture, and web-based access to the management console.

KEY BENEFITS

Deploying Acronis Backup Cloud resulted in significant efficiency improvements, greater visibility to protected data, and increased customer satisfaction.

The new solution made it easy to restore data from backups very quickly. Previously, it would take two to three days for three engineers (up to 72 man-hours) to restore a client machine. With Acronis Backup Cloud, the same job only takes four hours and can be completed by just one person: an impressive 18x efficiency improvement.

The web-based dashboard and easy reporting simplified status monitoring of backups. No longer do backup administrators receive 500-600 email alerts telling them that something might be wrong with a high degree of false positives (reporting of a problem where there is none). This freed up many hours that were repurposed on valuable tasks elsewhere.

Deployment time was also significantly reduced. Previously it would take four to six hours to configure backup on a new machine. It was a tedious process, requiring extensive manual input, leaving a lot of room for error. Now, with Acronis Backup Cloud, setting up new devices is easy. The process is mostly automated and takes no longer than 30 minutes.

"Acronis Backup Cloud is designed without any single point of failure. We're having great success using it for our own data and onboarding new customers," Amato concluded.

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 AI-based Active Protection technology, blockchain-based authentication and a 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.

Acronis

Learn more at
www.acronis.com