

How to Create a New Profit Center With Off-Site Backup

Dave Gambino, President and CEO of e-Backups in St. Louis, Mo. (www.e-backups.net) is thinking about money. Other people's money.

"A lot of companies such as virtual ISPs, white box manufacturers and solution providers are looking for new profit centers," he asserts. "The problem is this usually requires large capital outlays. You have to build the infrastructure, manage and maintain systems, and find good people for customer and tech support.

"What we provide is a low-risk way for companies to efficiently enter into the off-site backup/disaster recovery marketplace using a variety of services wrapped around a core application: NovaNet-WEB from NovaStor. This allows us to offer a premium service that doesn't require the capital investment other solutions require. It's a wonderful opportunity to attract new customers, keep existing ones and develop a new revenue stream."

A complete backup/recovery solution

A successful plan should be measured by the recovery window – *the amount of time it takes to recover data from the point at which people need it.*

Too many end users today are developing backup routines when they should be building a restore process. If disaster strikes – a server crash, power outage, hurricane, hacker assault – it can take companies a long time to restore all their data. With an e-Backups solution, however, companies gain immediate data access and real-time data restoration, allowing them to quickly get back to business.

"Implementing this solution is a no-brainer," Gambino explains. "Once a company signs up with our Business Alliance Program, we do the rest – from account creation to customer and online support to a data center. We even include a billing system that easily integrates into any business large or small."

The e-Backups Program includes a branded landing page to facilitate online ordering, billing, commission tracking, interactive sales, tech support, marketing and advertising. Everything is supported by the complete infrastructure including hardware and software.

A powerful database allows e-Backups Partners to track everything their customers do including account activities, growing needs, updates and upgrades. The billings/collections function – a favorite with the partners – tracks all billings and costs, commissions and 24/7 order processing and deployment.

For those companies required by law to safely store records off site, e-Backups maintains a secure off-site data center complete with generator backups, dual power grids, fire suppression and security cameras.

Partners also have the freedom and flexibility to design their own solutions and achieve specific goals. Using e-Backups resources and expertise,

they can come to market quickly and establish a recurring revenue model with no additional equipment to buy and no learning curve.

The bottom line? There is little risk, total cost of ownership (TCO) is low, and margins are often better than if a company built its own system

“We’re more than just a paper partner,” says Gambino. “We enable our Partners to manage everything and keep in touch with what’s going on. We pull all the pieces together and deliver a true data recovery subscription service.”

The system core – NovaNet-WEB software

“We’re able to offer a turnkey operation,” Gambino continues, “because all our services are layered around a core application – NovaNet-Web backup software from NovaStor – that makes it all possible.”

NovaStor’s NovaNet-WEB works over any TCP/IP connection, turning an ordinary server into a powerful, fully-automated network backup system that reliably backs up business-critical data and confidential information to a network server on a regular basis. IT professionals can easily implement and manage backup requirements of different users and departments. Remote users can securely back up data to the central data center every night. Mobile users can quickly backup data in minutes using encrypted transmissions. And companies can reduce IT costs without endangering data protection.

The software also operates the server as a service that can easily add, remove or modify backup users; create user data CDs; enforce storage quota limits; support multiple user authentication techniques; eliminate redundant files and configure instant error/warning notifications.

One of the reason e-Backups selected NovaNet-WEB is its blazing fast FastBIT backup technology. Using a complex algorithm and special memory management, FastBIT binary patching compares files and extracts “patches” of binary data containing specific file changes. Each discrete patch is then combined with those from other files into a single archive where it is compressed, transferred to a backup server, extracted and saved discretely or as part of the original data file. As a result, FastBIT binary patching greatly reduces storage requirements and dramatically speeds up backup routines.

A great partner

“In doing our due diligence, we checked out competitive software and determined that NovaNet-WEB was simply light years ahead,” Gambino concludes. “This is hands-down the best solution out there.

“Just as important, NovaStor has been wonderful to work with. They have a great support staff and, most importantly they’re accessible. This is absolutely key for us because *our* clients expect us to solve *their* problems. If anything goes wrong, we’ve got a lot riding on NovaStor’s ability to quickly solve the problem – and they don’t let us down. They’ve been a great partner. And that allows us to be a great partner to our subscribing companies.”

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