

## Avensus

### Customer Snapshot

#### Name

Avensus

#### Overview

Avensus, part of the Omnitech Group, provides cryptography and transaction security and other security solutions, managed IT services, and cloud, storage, virtualization and application solutions.

#### Headquarters

Almere, the Netherlands, plus a branch in Delft

#### EVault Products

Cloud-Connected Service Provider programme

#### IT Environment

Avensus clients' operating environments range from NetWare and Microsoft to OS400 and Unix—often combined with virtualisation and desktop delivery solutions such as VMware and Citrix.

### Cloud-Connected Service Provider (CCSP) Programme Makes Avensus a More-Efficient and Broader Business

Avensus provides backup and restore services to clients of all sizes from SMEs to banks and government departments. Many of its clients are under increasing pressure from auditors to demonstrate they have disaster recovery plans in place. To meet this market opportunity, Avensus chose to become an EVault® Cloud-Connected Service Provider (CCSP). Thanks to exceptional price-to-performance ratio of EVault services, Avensus now provides easy-to-manage and cost-effective backup and restore services to a wider range of clients.

#### Customers Want Reliable Disaster Recovery to Ensure Business Continuity

Avensus helps a wide range of Dutch organisations including banks and government departments keep their data secure. Since a key element of data security is the ability to recover lost data quickly, Avensus moved from tape backups to cloud-enabled digital backups in 2010. The company realised that the slowness and the unreliability of tape backups were incompatible with the demands of business continuity.

Although cloud-enabled digital backups were clearly the right business route, Avensus knew it had to do more. It had to cut costs if it was to offer a simple and cost-effective service to the widest range of clients.

“Our customers are all saying much the same thing,” says Dick van den Berg, Consultant at Avensus. “Each year their auditors ask them what they are doing about disaster recovery. They want to know if they have implemented a reliable system.”

#### A Backup System You Could Implement in Half an Hour

Van den Berg looked at several cloud-connected backup systems. The breakthrough moment came in mid-2011 when he and his colleagues took part in a presentation of EVault.

Van den Berg says, “After the presentation, we arranged a demo. It was so easy: within half an hour of starting, I had EVault up and running without any help—and without looking at the manual. If it was that easy for me, it would be easy for my colleagues too.”

## Case Study

Avensus

### Challenges

- Backup service costs too high
- Backup and restore management too complicated
- Meeting market opportunity to help smaller organizations comply with disaster recovery regulations too difficult

### Results

- Achieved a superior price-to-performance ratio for backup technology
- Gained a clear-cut and cost-effective business model for providing backup and restore services
- Simplified services to the point that clients can use them virtually unaided

“EVault is a total solution. The BMR is very interesting, as are data protection and the reporting interface. It’s a real cloud-enabled solution. The product is good, but more importantly, the organisation behind the product is good.”

—Dick van den Berg  
Consultant,  
Avensus

### A Solid Product Backed by a Solid Organisation

Van den Berg went on to test EVault more thoroughly on live data over a two-week period.

“I wanted to check the efficiency of the backup, the quality of deduplication for sending over the wire, and that the storage footprint would be small enough,” he says.

The results were good. Van den Berg made his commitment to EVault, and to becoming a Cloud-Connected Service Provider (CCSP).

“EVault is a total solution,” Van den Berg says. “The BMR [bare-metal recovery] is very interesting, as are data protection and the reporting interface. It’s a real cloud-enabled solution. The product is good, but more importantly, the organisation behind the product is good.”

### EVault Price-to-Performance Ratio Guarantees Value for Money

Although technological excellence is vital, only competitive pricing can turn a good product into a good business proposition. The CCSP programme simplifies the costs of cloud-connected backups through a straightforward annual fee and a pay-as-you-go storage model based on prepaid storage packs.

The CCSP programme cuts costs for the service provider and for its clients. Van den Berg says, “You can pay a lot of money for a system, but not get good value. EVault is good value: the price-to-performance ratio makes it perfect for what we want. We’re finding the CCSP model easy to sell to smaller customers. The ones we’ve spoken to are very enthusiastic. EVault is so easy to run, they can almost do it without any help from us.”

The CCSP programme gives Avensus an excellent growth path through which smaller customers can grow to around 2TB of data. From there, they can easily migrate into a capacity-based solution.

### Easier Backups Make for a Better Business Model

The ease with which users can operate EVault makes business easier for Avensus. The company runs more efficiently because it can devote less time to client hand-holding. Van den Berg and his colleagues concentrate on serving clients instead of fixing their problems.

And with EVault BMR and other functionality, Avensus can now offer its customers a wider range of options including software recovery and running an entire failed system from a second data centre.

Would Van den Berg recommend the CCSP programme to other service providers?  
“Yes of course,” he says, “so long as they’re not my competitors.”

### Take the Next Step

To learn more about EVault storage solutions, call us at 1.877.901.DATA (3282), email us at [conciierge@evault.com](mailto:conciierge@evault.com), or visit us at [www.evault.com](http://www.evault.com).



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