

interworks.cloud Grows Revenue 164% Among Customers Using **Acronis** Solutions

Leading CSP grows their business and enhances their customers' with easy-to-use Acronis Backup Cloud

BACKGROUND

interworks.cloud is an award-winning global leader in cloud brokerage that enables cloud service providers (CSPs), managed service providers (MSPs), and independent software vendors (ISVs) to grow their cloud business through a custom-branded marketplace for their customers or resellers – simplifying everything from provisioning to billing, service delivery, and cloud service management.

THE CHALLENGES IN THE CLOUD

Organizations are adopting cloud computing now more than ever – and with good reason. Migrating to the cloud enables service providers and business customers alike to save money, increase accessibility, and meet modern data protection regulations like the European Union's General Data Protection Regulation (GDPR). Yet some businesses are still hesitant to make the transition due to the perceived complexity of a cloud-based system.

The supposed complexity and concerns about expense represented a major obstacle for interworks.cloud as they sought to scale their cloud storage services among both new and existing customers. Indeed, as a result of this perception, the team at interworks.cloud faced slower-than-desired client acquisition and growth in cloud service revenues.

Making matters worse, interworks.cloud's existing backup solution lacked the dependability and support that clients needed to ensure their businesses data was safe and secure. While working with a previous back up vendor, the team at interworks.cloud reported frequent issues with backup restores, difficulty customizing the tool's interface to match their branding, and technical support that often lacked the agility needed to keep customers happy. From the

INDUSTRY

IT Service Distributor

KEY CHALLENGES

- Lack of backup and disaster recovery automation
- Lack of GDPR compliance
- Cost-prohibitive disaster recovery service

KEY REQUIREMENTS

- Provide customers and resellers a comprehensive backup and disaster recovery solution
- Simple cloud solution to encourage further adoption
- Native GDPR-compliant data protection

PROTECTED RESOURCES

- 187 physical servers, 437 virtual servers, 87 Microsoft SQL servers
- 36.04 TB of cloud backup storage
- 64.48 TB of local backup storage

KEY BENEFITS

- 164 percent revenue growth YoY
- 142 percent net new Acronis-implementing customer growth YoY
- Easy-to-adopt cloud solution
- New services in the product catalog, more revenue
- GDPR compliance

company's perspective, the system lacked the ease and reliability of automation that they needed to stay efficient and productive.

FINDING SIMPLICITY AND SAVINGS

After identifying this need, the team at interworks.cloud began searching for a cloud backup and disaster recovery solution that could simplify cloud storage management and help the company to expand their product catalog, growing their customer base and creating new revenue opportunities. After evaluating products from other leading backup vendors, interworks.cloud's Vice President of Product Management Costas Flocas decided to invest in Acronis Backup Cloud. "We tested the platform and tried a variety of recovery options, including entire machines, specific files, SQL servers, Exchange servers, disks, and running backups as a VM. We chose Acronis for its usability, reliability, and competitive pricing."

CUSTOMER BENEFITS

After a two-month evaluation period, Acronis Technical Support trained interworks.cloud's team members and assisted them with customer questions and requests as the tool was put into place. The company quickly saw a positive response from the CSPs, MSPs, and ISVs they serve. "Acronis Backup Cloud made it easy for cloud laggards to get their feet wet and build trust in cloud SaaS solutions," says Flocas. "And, because the solution simplifies GDPR compliance, it helped our clients' customers prepare for the regulation before it took effect."

BUSINESS BENEFITS

Integrating Acronis Backup Cloud into their platform also led to significant benefits for the company's own growth. interworks.cloud saw an average monthly revenue increase

of 27 percent among clients using Acronis' solutions, with an expected annual ROI of 32 percent. This growth among Acronis-using clients resulted in a year-over-year revenue jump of 164 percent. The success and satisfaction is also seen in how other customers are adopting the new platform. interworks.cloud reports a year-over-year increase of 142 percent in net-new customers using Acronis' solutions.

"Acronis Backup Cloud minimizes the support time spent with each customer during the onboarding process,"

Flocas notes. "The implementation enhanced the functionality of our infrastructure, enriched our product catalog, attracted new partners and customers, and led to additional revenue generation that's still on the rise."

Because of these leaps in growth and their overall positive experience with Acronis Backup Cloud, the team at interworks.cloud is now exploring additional Acronis solutions. These include Acronis Files Cloud and Acronis Storage – both of which will provide the company's business clients with reliable, new ways to enhance their capabilities in the cloud.

"Acronis Backup Cloud generates new customers every day. For our clients it's significantly increased penetration to businesses new to the cloud, as it's so user-friendly."

**Costas Flocas,
VP of Product Management**

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](#).