

Avantage

Customer Snapshot

Name

Avantage

Overview

IT services provider to health care, education, cargo, and other industries

Location

Capelle aan den IJssel (near Rotterdam) in the Netherlands

EVault Product

Cloud-Connected Service Provider (CCSP) Program

IT Environment

Heterogeneous environment with a total native data volume of 129 TB

Challenges

- Staying competitive in a tough market
- Keeping backup process simple for customers
- Improving backup business efficiency

Easy, Cloud-Connected Data Storage with Pay-As-You-Go Financial Model Delivers Competitive Advantages

Avantage believes in making IT simple. That's one reason why the company began moving its customers to online digital backups in 2002. But that solution lacked central management and financial flexibility. So Avantage joined EVault's Cloud-Connected Service Provider (CCSP) program. Because CCSP is a pay-as-you-go format, Avantage can grow or shrink its backup business in line with customer needs. Avantage gained an easy-to-manage, cloud-connected solution based on a low-risk financial model, cut its management and data storage costs—it has no fixed fees or overhead to recover—and won itself a huge competitive advantage.

Low-Cost, High-Quality Service

Avantage is an IT services provider based in Capelle aan den IJssel, near Rotterdam, in the Netherlands. The company has about 90 employees and a turnover of around €10m. Its clients are mostly small and medium enterprises (SMEs) from the health care, education, and cargo sectors.

Avantage's approach to business is to make life easy for customers. "IT should run like a car: you switch it on and it goes," says Bart Spel, the company's COO.

Spel is adamant that easing the workload of customers doesn't mean increasing the workload of IT providers. To remain competitive, a reseller has to run lean, keeping operating costs down. So Avantage chooses its systems and its partners with care.

Simpler Online Digital Backups

One way of simplifying IT for customers is to offer them online digital backups, which Avantage adopted in 2002. But after seven years, the digital backup solution Spel was offering his customers was no longer easier to use, or less costly, than those offered by competitors. He was eager to find something more efficient. Spel found it in the EVault® cloud-connected backup solution from EVault.

Case Study Avantage

Results

- Flexible business model offers customers better value
- Migration to EVault unnoticed by customers
- Reduced data volume between 33-50 percent
- Huge time savings and more control
- No training needed for customers

“The way EVault handles backups is completely different. There’s just one console to run the entire process. With our previous system, we had to get back to the individual servers. EVault saves me a huge amount of time.”

—Bart Spel
Chief Operating
Officer
Avantage

EVault gives Avantage a complete view of its backup business. From a central console, Avantage’s team can monitor what’s happening across all their customers’ backup vaults. The previous solution was less secure and more difficult to manage, in part because it dumped all backups into a single collective vault.

“The way EVault handles backups is completely different,” says Spel. “There’s just one console to run the entire process. With our previous system, we had to get back to the individual servers. EVault saves me a huge amount of time.”

The simplicity of the technology made it easy for Avantage to switch to EVault. “No one noticed the switch to EVault,” says Spel. “If customers had noticed a difference, it would be a sign that we’d got the technology and our service wrong.”

Avantage is also saving on data storage. EVault uses efficient data compression. And during backups, EVault deduplicates twice: once at the front end and again at the back end. It reduces the volume of Avantage’s customer data by 33 and 50 percent compared to its previous digital supplier.

Pay-As-You-Go Gives a Competitive Edge

EVault doesn’t just save Avantage money, it gives the company a more competitive business model. As a Cloud-Connected Service Provider (CCSP) partner, Avantage now pays for cloud storage on a pay-per-use basis.

It’s a win-win situation for Avantage and its customers. “The CCSP program makes me more competitive because I don’t have to build in an allowance for the unexpected,” says Spel. “Customers get more value for their money, and I can grow or shrink the business according to their needs.”

More Opportunities for Simplifying Data Management

Spel sees huge potential in Avantage’s CCSP program membership. The concept fits neatly with Avantage’s belief in simple, trouble-free IT.

“The beauty of EVault and CCSP is that the customer doesn’t need any training,” says Spel. “We do everything for them. If they need to restore, they give us a call. It’s our job to worry about IT, not theirs.”

The business is growing. In the past six months, Avantage’s turnover for online backups doubled. The Avantage sales team is far more confident about selling EVault than they were with Avantage’s previous backup solution.

Spel’s advice to other IT service providers thinking of joining the CCSP program is to do a proof of concept, fully involving EVault in the process. When they’re done, Spel says, “It would surprise me if IT service providers could find a better product than EVault.”

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, or visit us at www.evault.com.



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