

CASE STUDY

Cristie Nordic AB

Grows Business While Enhancing Service Levels to Customers

Industry

Managed Services, IT
Outsourcing/Consulting

Challenge

Convince customers to migrate
backups to a more cost-effective
cloud model

Results

- Provided customers with the visibility into their data they required to feel confident about moving their backups to the cloud
- Delivered intelligent capacity planning tools to customers—maximising resources
- Introduced automatic billing and chargeback—simplifying accounting processes and winning more businesses by providing transactional insight to customers
- Grew business exponentially in two years

Products

- Rocket® Servergraph

Application

- Managed Services

Company

Cristie Nordic AB is one of the Nordic region's leading IT providers specialising in solutions for disaster recovery and business continuity planning. Established in 1997, the employee-owned firm offers complete system solutions from feasibility studies to onsite and offsite services. The service provider's clients include some of the largest companies in the world, as well as SMBs and organisations in the public sector.

Challenge

In 2014, the company saw an opportunity to expand its enterprise backup and recovery business to the mid-market through cloud-based managed services. However, Cristie Nordic had difficulty convincing its customers to migrate data from on-premise backup and recovery systems to the cloud. The challenge was not the change of control of the data assets, but the perceived lack of visibility into the data. Customers expressed concern about whether backup of data that went into the cloud was really complete. Their perception was they couldn't gauge their data growth, or accurately predict what their hosting charges would be in the next quarter or year.

To streamline operations, Cristie Nordic determined it needed one backup and recovery software license from which to bill multiple customers, track their usage separately, and ensure compliance with their license agreement. The company also wanted to be able to forecast license cost growth, to remain profitable while providing customers with the best possible solution at a fair price.

Solution

After an extensive evaluation process, Cristie Nordic selected Rocket® Servergraph Professional for its backup monitoring and reporting services. Servergraph provides a single view across the entire backup environment, and is recognised for its ease of use. Key factors in the company's decision included the software's ability to support a broad range of industry-leading storage and backup systems. Servergraph also provided Cristie Nordic with the best solution for proactive monitoring and reporting, as well as the chargeback capability the service provider was looking for to effectively run and deliver its cloud-based offerings.



Results

Magnus Thunberg, Data Protection Specialist for Cristie Nordic, was closely involved with the Servergraph implementation. "Previously, responding to customers' backup status and service level requests required manually sorting through information on the backup servers and log files, then exporting data into spreadsheets and charting programs to create reports," he explained. "By adding Servergraph to monitor, alert, and manage the backup operations, not only could we cost-effectively manage the backup processes, we could also provide comprehensive reporting without struggling to manipulate the data. We're now able to implement a standard report for every customer with the information they need to assure them that everything is optimal."

Reinforcing why customers were finally comfortable moving their backups into the cloud, Thunberg said, "The most important thing for us to provide is confidence to the customer that the service is delivering on contracted levels, and we couldn't get that capability from any of the competitive solutions. While confidence is not something that is directly measurable, backup success rate is, and with Servergraph, not only can we maintain a very high success rate, we can also easily prove it to the customers."

The new cloud backup and recovery solution helped customers reduce the risk of managing software licenses as their implementations scaled up or down. Cristie Nordic used the Servergraph chargeback and automated billing capability to monitor capacity utilisation and growth by customer. With Servergraph planning tools, the firm could monitor customers' licensed capacity and project when they would need to upgrade. The Servergraph chargeback feature also delivered billing insight within individual customers' cloud-based backup operations. "Chargeback provides even more confidence for a customer to sign a contract. Customers don't get frustrated with the expense when we can proactively sit down and help them manage their business. They can see the value," Thunberg explained.

"Servergraph has enabled us to expand our MSP business quite rapidly," he added. "We have grown backup data under management from 100 TB to 3 PB within two years in a region of the world that on average has smaller companies with less data." Thunberg continued, "Servergraph allows our product experts to remotely view the implementations and see what is happening with customers. If a problem occurs, we are able to help them immediately and deliver the highest quality solution. Support from the Rocket team is outstanding. With that level of support, we are able to pass on the same high level of service to our customers."

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Magnus Thunberg
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