

Highlights

- ➔ Infrascale delivered an affordable, feature rich solution for Subterranean as they sought to build their online backup business
- ➔ Infrascale stores data redundantly within the data center or offsite for additional data protection, an element ignored by other providers
- ➔ Subterranean restores medical office's data after server theft



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John Adcock - CEO/Subterranean
www.remote-online-backup.com

Early To Market: Subterranean Online Backup Builds Business on Infrascale Platform

Subterranean Online Backup Helps Curb Attempt to Shut Down Medical Office

About Subterranean Online Backup

Founded in 1999 and headquartered in Washington state, Subterranean Online Backup has been at the forefront of cloud-based backup for the small business. Subterranean provides a wide array of data protection services for the SMB, with a focus on online backup and



recovery combined with personal and superior customer service. With a 98% customer retention rate and 14 industry awards in 14 years, Subterranean continues to build a loyal base of customers not just within their immediate area but throughout the country. We spoke with CEO John Adcock, who reported that employees at a medical office discovered on a Friday that their server was stolen. Read on to learn what the thief didn't know and how Adcock saved the medical office from going out of business by restoring all data by the following Monday.

The Challenge

Since Subterranean was at the forefront of offering data protection services via the cloud, CEO John Adcock reported that the first challenge he faced was that there were few affordable cloud-based data protection providers to choose from. In fact, at the time he began searching there were only 12 providers in existence. Additionally, the feature set offered by providers was not that robust at the time, yet data needs were growing more complex and at a massive rate.

For Adcock and many of his clients, it was important that files could be manually selected for backup. One provider, he reported, did not include backup coverage to folders in the root drive, a must have for many of his customers. Also, it was imperative that Subterranean's provider have an option to backup or replicate data center servers to another, redundant location. Adcock reported that, at the time, most providers did not do that. Most backed up data center servers to another server in the same building, an inherently risky approach to protecting data.



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Lastly, it was important to Adcock to work with a trusted, reliable provider. “Since we were already in the backup business, we had a pulse on the industry,” Adcock said. “We wanted a provider that had a reputation of treating clients with respect. We knew which providers treated customers just as account numbers and which ones treated customers as human beings.” After carefully reviewing four to five providers, Adcock found the affordability, feature set and customer service he wanted in Infrascale’s Data Protection Platform.

The Solution

Infrascale’s Data Protection Platform provided Subterranean Online Backup Owner John Adcock with everything he needed to grow his online backup business. Since Adcock was in the early stages of building his business, it was also important to him that the data protection provider have a low cost of entry to get started. Infrascale also delivered on this criteria. “One provider wanted a \$100,000 initial investment,” said Adcock. “Infrascale was one tenth the cost of other providers.”

Infrascale’s solution also addressed Adcock’s concerns around server replication, which other vendors ignored. Infrascale stores data redundantly within the data center or offsite, depending on deployment type. Regarding file selection for backup, Infrascale solved this problem as well by offering the ability to manually select files. Now that his major concerns were addressed, Adcock had everything he needed to successfully build and grow his online backup business.

At the customer level, Adcock found that Infrascale’s backup and disaster recovery services performed exactly as expected and when it mattered most. Adcock cited a recent theft incident with one of their healthcare customers, a medical office, as a memorable online backup success story.

When employees arrived to the medical office on a Friday morning, it was discovered that their server and backup tapes were stolen in an attempt to put the practicing doctor out of business (nothing else at the office was stolen). What the thief didn’t know was that the practicing doctor began using Subterranean Online Backup two months before the incident. Thanks to Subterranean, the doctor was up and running by the following Monday as if nothing had occurred.



About Infrascale: Designed for MSP’s, Infrascale provides the most complete data protection platform, including backup, disaster recovery, archive as well as file sharing and collaboration services. Managed from a single dashboard, this full range of data protection solutions covers any mobile device, tablet, operating system, file or application server with the option to protect data in the cloud, on premise (private cloud) or a hybrid of the two. With 12 data centers worldwide and military-grade security, Infrascale simplifies engagement by reducing complexity and the initial investment needed to offer data protection.