

TIG Cloud Business Up Dramatically with Zadara/Asigra Backup Solution

Zadara's fully-managed enterprise storage, with Asigra backup software, gives TIG the ability to introduce popular and profitable new service.



Summary:

UK-based TIG offers fully-managed and hybrid IT services and support, including upgrading client infrastructure and key applications.

Challenges:

- Eliminate rigid, expensive CapEx-based storage arrays
- Leverage flexible, agile OpEx-based storage services

Solution:

- Combined Zadara Storage with Asigra Cloud Backup to enable flexible, cost-effective services

Results:

- Scalable, easy to deploy services
- Enabled automatic customer trials
- Eliminated CapEx expenses
- Business increased dramatically

TIG, based in Watford, England, is an award-winning provider of managed and transformational services, and of state-of-the-art cloud and connectivity solutions. In addition to providing a full range of cloud-based services and migration support, TIG offers fully managed and hybrid IT services and support, including upgrading client infrastructure and key applications. For more than 14 years, customers have relied on TIG to help them make smart technology investments and to provide ongoing support for core business infrastructures; the company maintains a 95 percent customer retention rate.

Leveraging cloud-based storage for an on-demand backup solution.

Cloud services are one of the fastest growing revenue sources for TIG, and the company was intrigued by a new business opportunity: Leveraging cloud-based services to build a storage and backup solution that TIG could promote as a flexible pay-as-you-go service. In a more traditional service model, offering storage services to end customers would require MSPs like TIG to procure and support large storage arrays in their own environment – a major up-front capital expense (CapEx) investment.

Reducing risk. Staying agile.

If TIG made a large up-front investment in hardware and software and then weren't able to sell enough storage capacity, or if they lost a major storage customer, the company would run the risk of losing money on that investment. Partnering with Zadara and Asigra to create a storage and backup solution based on software and on-demand services allows TIG to offer aggressive, agile services that meet changing customer requirements very quickly, in a pay-as-you-go model for faster revenue realization.

Freeing resources for strategic initiatives.

Together Zadara Storage and Asigra deliver (QoS) file and block storage and comprehensive data protection in a pay-as-you-go model to MSPs. TIG selected Zadara's Storage-as-a-Service (STaaS) offering because it delivers a pure OpEx, enterprise-grade storage solution that is simple, scalable, and cost-effective. Zadara offers its storage solutions both on premises and in the cloud, which makes it a seamless solution to deploy to TIG's customers.



“Zadara and Asigra give us the ability to scale on demand, according to customer requirements.”

George Georgiou,
Chief Operating Officer,
TIG Limited

Resource isolation. At-rest and in-flight data encryption.

A key feature is its resource isolation, where Zadara allocates individual physical drives to each customer that are completely isolated from those of other customers. This enables TIG’s customers to receive dedicated storage resources, yielding predictable, high performance. Zadara also supports advanced security and privacy features including data encryption at-rest and in-transit with end-user controlled keys. Zadara Storage supports hypercloud providers such as Amazon Web Services (AWS) and Microsoft Azure, enabling end-users to employ Zadara storage while using public cloud compute resources.

Designed for MSPs. Popular with clients.

TIG chose Asigra Cloud Backup because it is an agentless, comprehensive data protection solution designed for MSPs providing maximum security, reliability, manageability, and affordability. TIG’s new storage and backup solution has proven very popular, with clients such as Virgin, the Conran Group, Cosmos Tours, and the Go-Ahead Group using the service.

The success of TIG’s solution is due in part to their automated trial capability which enables them to spin up a test environment in less than 24 hours — leveraging Zadara and Asigra’s ability to provide additional capacity on the fly. The self-service trials have been very effective sales tools for TIG – about 80 percent of companies that complete a trial go on to purchase the service.

TIG is able to quickly scale up to meet new workflows because the company doesn’t need to make extensive, up-front CapEx investments in new infrastructure to meet spikes in customer demand. The on-demand OpEx business model helps manage cash flow and mitigate CapEx risk, allowing them to offer new services and address new opportunities.



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