

# NovaStor xSP propels start up to early success

Summary

*Ditto Offsite Backup specializes in offering remote data protection services to Australian software development companies and their end customers. Ditto is less than a year old, but already quite successful, achieving a return on investment for all of the software purchased to run the business in just over three months. But success like this doesn't just happen. It requires a strong foundation, which for Ditto is the software platform that powers its backup service, NovaStor xSP.*

It was this bad experience that ultimately led James Borg to the platform that would power his own backup service Ditto Offsite Backup. "A client of ours switched backup providers after we stopped selling our service," Borg explained, "I was very impressed with their solution. The backups almost never failed and it seemed extremely easy to use." After noticing a "Powered by NovaStor" icon in the corner of the client interface, Borg sought out to do more research on NovaStor and the NovaStor xSP software.

## 5 Reasons for NovaStor

- Experienced data protection specialist
- Proven software-as-a-service technology
- Business and setup assistance
- Local support and service team
- Competitive software for competitive services

## A service powered by NovaStor convinces Ditto founder Borg

The experience James Borg, owner and founder of Ditto Offsite Backup, had with the remote backup platform of his former employer was anything but pleasant. After signing on several hundred customers in the first six months, things began to get difficult. "The platform we used required us to babysit," Borg said, "We had to hire a full time person just to check log files every day and fix all of the problems our customers were experiencing. Things got so bad that at one point, the software simply stopped accepting backups altogether."

Rather than re-seed terabytes upon terabytes of customer data, which would have been required to stay operational, the company had to notify all customers that they would no longer be offering the service.

Several factors were important to Borg when it came to evaluating NovaStor xSP as the data protection platform of his new business. The solution had to be:

**Reliable.** The service required a high backup success rate as well as advanced notification features so that any failures could be handled proactively.

**Easy to manage.** Running the service should not incur unnecessary overhead costs related to administration of the software.

**A business grade solution.** Seamless Microsoft SQL and Exchange backups, open file backups, end-to-end encryption and a user friendly client interface were all necessary for the target market of the service.

**Developed by a company** that was well established and had experience in the market. James Borg knew from experience that vendor support was key to a successful backup service.

Customer Quote



**"NovaStor is a company that listens. They aren't just selling a product, they're asking how they can improve it and working with partners to make it better."**

(James Borg, owner & founder of Ditto Offsite Backup)

## NovaStor xSP exceeds the requirements

During his research and evaluation, Borg found that NovaStor xSP met or exceeded all of his requirements. He was especially happy with the way the software handled SQL and Exchange backups, as well as how easy it was to create and manage backup jobs.

"We examined many of the offerings available by professional manufacturers and after thorough testing discovered that some of the products that offer more features sacrifice reliability and ease of use," he said.

## NovaStor's customer service makes the difference

James Borg was also impressed with the customer service NovaStor provided to him. "My account manager was great," he said, "He responded quickly and promptly to all of my questions. It gave me a lot of faith and confidence in NovaStor."

But NovaStor's service didn't stop there. After Borg purchased NovaStor xSP, he had a consultation with the NovaStor technical team where they advised him on how to set up his environment to achieve the best results with NovaStor xSP.

Once the preparations had been completed, NovaStor's team remotely accessed Borg's system and installed the entire platform for him. "They had everything installed, up and running in just over an hour."

## Ditto Offsite Backup

Safely protecting your data offsite

## Speedy market entry propels Ditto to early success

The smooth start and quick deployment gave Ditto Offsite Backup the momentum it needed to quickly become successful. Ditto has signed up nearly 20 business clients representing nearly 10TB of total data and is moving towards signing at least one client with over 500 seats in the first quarter of 2011. Ditto Offsite Backup has already made a return on investment for their software and Borg expects the company as a whole to be profitable by the end of 2011.

He is looking forward to growing Ditto Offsite Backup into one of Australia's premier remote backup providers for businesses and is glad to have NovaStor as his technology partner. "NovaStor is a company that listens. They aren't just selling a product, they're asking how they can improve it and working with partners to make it better."

## Business Benefits:

- Short time to market
- Quick return on investment
- Interface requires no user training
- Easy and stable system requires little supervision
- Scales seamlessly with growing data load
- Future-proof license model

# NovaStor's team had everything installed, up and running in just over an hour.

(James Borg, owner & founder of Ditto Offsite Backup)

At a glance

Ditto Offsite Backup provides Australian businesses with a premier offsite backup solution.

<b>Year founded:</b>	2010
<b>Number of customers:</b>	20
<b>Total Data Volume:</b>	4TB
<b>Monthly backup load:</b>	2TB
<b>Infrastructure / Number of servers:</b>	1 HP Storageworks NAS, 2 IBM x3550, 1 HP NL150
<b>Company URL:</b>	<a href="http://www.dittobackup.com.au">www.dittobackup.com.au</a>



**NovaStor Software AG**  
Baarerstrasse 20  
CH-6304 Zug  
Tel +41 (41) 712 31 55  
Fax +41 (41) 712 31 56

**NovaStor GmbH**  
Neumann-Reichardt-Str. 27-33  
D-22041 Hamburg  
Tel +49 (40) 638 09 0  
Fax +49 (40) 638 09 29

**NovaStor Corporation**  
29209 Canwood Street  
Agoura Hills, CA 91301 USA  
Tel +1 (805) 579 6700  
Fax +1 (805) 579 6710



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