

REIT Technologies Selects NovaStor xSP for its Reliability and Ease of Use

Summary

REIT Technologies, LLC is a Westfield, Indiana based company that provides a range of IT services and consulting to small and medium sized businesses in the region. In 2006, REIT partner, Peter Fruehman saw that many of his clients could benefit from a hands-on, offsite backup service. REIT chose NovaStor xSP to power its backup service because it was reliable, easy to administer and because of NovaStor's extensive experience in the data protection space.

Monitoring & High Security REIT Differentiates their Online Backup Service in a Crowded Market

Peter Fruehman is a 30-plus year veteran of the technology industry. "I've been in technology for many, many moons," he says. In 2006, he saw that many of his customers were in need of a simple way to store their critical data offsite with multiple copies. He was familiar with the emerging technology of online backup and knew that it could be a good business to get into. However, he also knew that there would be plenty of competition, so it would be important to differentiate REIT's backup service from others. "We wanted to offer a more inclusive and safer service," he explained, "Even if companies are backing up, they often don't have a clue whether it's successful."

He decided that REIT would offer in-depth monitoring of backup transmission logs to make sure that if there was ever an issue with a backup, REIT would fix the problem or make the customer aware of it. "Once data is lost, it's lost forever and you won't know about a problem until you need the data," he said.

As a differentiator REIT offers log file screening to spot problems and inform customers whenever there is a problem with their backups, alleviating their need to check on their data. REIT implements the service by using NovaStor xSP's log reporting features to dig deep into backup logs and analyze them for irregularities. "Automatic email notifications will tell you whether a backup was successful or not," he said. "But we have found things wrong or missing in the backups that the logs revealed, and that automated emails would not have informed the client. We are very hands on with our customers compared to our competition."

The strategy has worked well for REIT so far. They have grown to service over 90 customers throughout the region and are looking to sign up even more in 2011. While they focus on CPA's and attorneys because of the compliances they are often required to meet, NovaStor xSP's flexibility enables REIT to sign up all kinds of SMBs. "The product lends itself to almost any business," Fruehman said.

Reasons for NovaStor

- *reliable software*
- *easy to install and administer*
- *local support*
- *extensive experience in data protection*
- *constant product development/updates*

Customer Quote


"One of our criteria was that the software had to be at least five years old. We're also very pleased with the frequency of the updates, the forum and the response times for support requests," Fruehman said.

(Peter Fruehman, Partner at REIT Technologies)

Key Selection Criteria: Product Maturity and Vendor Experience

When it came to selecting the software that would power REIT's backup service, the choice was pretty clear for Fruehman. "One of our criteria was that the software had to be at least five years old," he explained, "This was too important of a product to risk using something that was less mature. We also wanted a vendor that was more than 7 years old, and NovaStor fit that bill."



Product Development – a Constant Process

NovaStor xSP is now in its 12th version and entering its 15th year. Throughout the product's lifetime, NovaStor has never stopped developing it, responding to changes in the market and meeting new demands of partners. "We're very pleased with the frequency of the updates," Fruehman said.

Strong Support and Easy Access Make a Difference

After five years as a NovaStor xSP user, Fruehman is glad to be a NovaStor partner. Although NovaStor xSP has been reliable for REIT, no backup software is perfect. Whenever he runs into the occasional issue, he's confident that he can rely on NovaStor's support resources to solve it. "The response time is great, and the support has become much more customer oriented over the years," he said, "Support does what it needs to do to solve the problem."

Like REIT, NovaStor prides itself on providing a consultative, hands on customer experience. As a mid-sized technology vendor, NovaStor is able to offer customers access that they simply can't get when dealing with large corporations. "I can contact just about anyone in the organization and they're all willing to help," said Fruehman. "I had a client who wanted a reference and I was able to connect with the Managing Director, who was very helpful. He even offered to call the client for me."

Business Benefits:

- flexibility to serve all kinds of customers
- low effort required for training, support and administration
- Compliant with major regulations (HIPAA, SOX, SEC)
- Seamless scalability to support growth plans
- Log reporting features enable a hands on service

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(Peter Fruehman, Partner at REIT Technologies)

At a glance	<i>REIT Technologies provides managed online backup services to 90 customers in the state of Indiana.</i>	
	Year founded:	2006
	Number of customers:	90
	Total Data Volume:	3TB
	Infrastructure / Number of servers:	3server, NAS drive
	Company URL:	www.reittechnologies.com



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