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R1Soft SUCCESS STORY



Piyush Somani
Founder and CEO
ESDS

R1Soft Server Backup Manager Helps ESDS Back Up Two Million Websites with Confidence

Founded in 2005, ESDS is a leading data center services and cloud solutions provider. The company also manages operations for several UK-based Web hosting companies; in total, ESDS supports two million websites and 35,000 customers – the majority of which are in the shared hosting, reseller, VPS and cloud hosting markets.

Piyush Somani, Founder and CEO at ESDS, knows that having the right backup technology in place can make all the difference for these customers – and thanks to R1Soft’s Server Backup Manager (SBM) software, he’s confident that backups are executing successfully and with maximum efficiency.

“Maintaining incremental backups was a serious challenge for us in the past,” Somani says. “When trying other solutions, backups failed frequently and we had to deal with quite a few angry customers. Switching to R1Soft finally enabled us to achieve 100 percent customer satisfaction – which today is the cornerstone of our business.”

R1Soft is recognized as the leading commercial backup software for Web hosting providers, and the company’s Server Backup Manager software offers the fastest, most scalable server backup for both Windows® and Linux® platforms in private and public clouds.

“Providing our customers with real peace of mind around backup and data security has always been a top priority for us,” says Somani. “R1Soft has played a vital role in helping us achieve that – and since we began working with SBM seven years ago, we haven’t experienced any data loss whatsoever.”

Server Backup Manager leverages R1Soft’s Continuous Data Protection™ Technology, which identifies deltas at the block level and backs up only those files that have changed since the previous incremental backup. This greatly reduces disk I/O and minimizes the strain placed on protected machines – effectively reducing traditional backup windows from hours to minutes, even with large datasets.

“Customers can be careless when it comes to running their own data backups, especially when they know we’re taking care of things behind the scenes for them,” notes Somani. “We used to try and convince our customers to maintain their own local backups – but thanks to R1Soft’s incremental backup functionality, we don’t have to worry about that any longer. That peace of mind for both ESDS and our customers is invaluable.”

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Before working with R1Soft, ESDS worked with a number of different backup solutions and even tried developing one in-house when nothing in the market seemed to be the right fit.

“While we were developing our own solution, one of R1Soft’s sales champions approached us and requested we schedule a demo,” Somani recalls. “We were initially hesitant to consider SBM at the time, but we ended up running a trial. I received such positive feedback from our internal team that we quickly signed an agreement with R1Soft.”

Server Backup Manager also offers complete flexibility with regard to data retention policies and recovery points, allowing organizations to backup as frequently as every 15 minutes – an essential feature for many of ESDS’s customers.

And in addition to the benefits ESDS receives from Server Backup Manager, Somani also values the relationship his team has with R1Soft’s support staff.

“Our team has an excellent relationship with R1Soft. The technology alone is superb – but we also value strong relationships with our technology partners. We’ve had a very positive relationship with R1Soft since the beginning, and we’ve never looked back.”

About ESDS

ESDS is one of the World’s leading Data Center Services and Cloud Solution providers. Founded in 2005 by first generation entrepreneur Piyush Somani, ESDS was initially conceived as a web hosting company. Since then, ESDS has moved from strength to strength, establishing a huge clientele worldwide and acquiring a number of smaller enterprises along the way.

About Piyush Somani

Piyush Somani, a first generation entrepreneur, personifies ESDS’s commitment to customer satisfaction and high quality of deliverables. Through his experience in a variety of roles across ESDS, he has built a reputation in the IT industry for his exceptional ability to build and grow business and nurture long-term relationships.



Company

ESDS

Website

<http://esds.co.in/>

Business Challenge

ESDS was struggling to find a high quality, cost effective backup solution that offered flexibility and robust data protection for large datasets.

Solution

R1Soft Server Backup Manager (SBM)

Results

Thanks to SBM, ESDS supports more than two million websites and 35,000 customers with confidence – and the company hasn’t experienced any data loss in the seven years they’ve been an R1Soft partner.

This case study is for informational purposes only. R1Soft makes no warranties, expressed or implied.

2 Success Story: ESDS with Piyush Somani

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