NOVASTOR

DataStor Has Relied on NovaBACKUP xSP for over a Decade

Summary

DataStor provides secure remote backup to approximately 100 businesses in Australia. Based in Perth, Western Australia, DataStor was one of the first remote backup providers in the region. The company has used NovaStor software to power a successful backup service for nearly 15 years.

A Long-term Partnership

DataStor Founder Peter Best has been on the front line of remote backup since he founded his company in 1996. He was one of the first to offer the service to businesses in Australia and started when the industry was still in its infancy. "I started as a one man show and used a dial-up product in the beginning," said Best. In 1997, NovaStor acquired BackupNet, the dial up software DataStor used to run their business in the beginning, from Hotwire. Since then, Best has relied on NovaStor and its NovaBACKUP xSP software to support the growth of his data protection business and to keep it running smoothly. "It's gotten better with each version," he said.

There are three main factors that have kept DataStor's technology partnership with NovaStor strong for over a decade.

1. Reliability

Best is always confident that he can get a client's data back when they need it. "I regularly recover data for my clients. Some of them even do regular test restores as part of their QA program, and I expect this to be an increasing requirement for businesses in the future," he said. "If I wasn't always confident in my ability to get their data back, I wouldn't ask them to do this, or even be in business for that matter."

Even when a backup fails, NovaBACKUP xSP gives him the ability to monitor all backup jobs and promptly notifies his customers that something has gone wrong. "I'll go through the logs each day, address any issues, and do whatever is necessary," Best explained. "The notifications are useful and easy to understand."

2. Reasonable Cost

"The cost is reasonable in terms of my business," said Best. After founding DataStor with the intention of only providing remote backup, he saw his business quickly expand. "Customers who trusted us with their backups soon wanted us to support other parts of their IT."

Reasons for NovaStor

- *Industry veterans*
- *Consistent product development and improvement*
- *Reliable business partner*
- *Local support*

DataStor's menu of services (and staff) grew significantly. Ultimately, Best found running a full service IT company to be too time consuming and decided to sell off everything except the remote backup portion of the business in 2007. "Now it's back to a one man show that I can easily manage and that gives me a nice income," he explained.

3. Ease of Use

In addition to being easy to manage on the back-end, Peter Best enjoys the benefits that NovaBACKUP xSP's intuitive client interface offers. Many times his clients are able to recover files on their own from the client interface, saving him the time that it would take to help them.

Continuous Product Improvement

Although he continues to be a student of his industry by keeping an eye on alternative solutions, Peter Best has not found one that has made him seriously consider moving away from NovaBACKUP xSP.

"Some of them have nice looking marketing materials, but I haven't been confident in what they were telling me," he explained. He recently upgraded his customers to version 12. "I am looking forward to using the new central management console of Nova-BACKUP 12 as it seems to be a very useful tool to improve the way I am able to manage my business," he said.

Business Benefits:
- *Cost effective licensing*
- *Intuitive client interface*
- *Low management overhead*
- *Fast data availability*
- *Reduces support requests*

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(Peter Best, Founder of DataStor)

At a glance

DataStor provides secure online backup for businesses across all verticals in Austalia.

Number of customers:	**100**
Total data volume:	**5TB**
Monthly data load:	**N/A**
Infrastructure:	**IBM rack server, 5 NetGear NAS boxes**
Company URL:	**http://www.datastor.net.au**