# NOVASTOR

# US Internet saves Money and Wins New Business

**Summary**

*Founded in 1995, US Internet is an international provider of internet and hosting services used by thousands of companies. When licensing fees for the backup solutions in place made it near impossible to remain competitive, US Internet carefully evaluated the leading products and chose NovaBACKUP DataCenter for its fixed pricing, high speed and reliability.*

## NovaStor's disruptive and easy pricing convinces US Internet

When going through the process of evaluating backup software systems, US Internet was frustrated with the pricing models and extra add-on fees other software providers charged. Whenever there was a change in specifications, US Internet was presented with a new offer.

Furthermore, US Internet found CommVault and Symantec's backup software, which it was using at the time, to be difficult to use and they were not happy with the level of service they were receiving. These software providers made offering a cost competitive backup solution impossible.

NovaStor's very simple and transparent pay-per-server fixed pricing model and the little effort required to manage and support NovaBACKUP DataCenter, immediately caught the attention of US Internet. NovaBACKUP DataCenter turned out to be the only solution that allowed US Internet to make a calculation and stick with it.

## Smooth installation: "It just works"

At the start of the project US Internet installed NovaBACKUP DataCenter on 30 servers and was surprised by the system's stability. There were no problems in respect to supporting operating systems, firewalls or third party applications. Also, NovaBACKUP DataCenter was able to improve the performance in comparison to US Internet's prior backup application. Within a month, US Internet scaled the installation to 300 servers. There has been no reason to touch the solution since it has been installed.

### 8 Reasons for NovaStor
- *Reliability*
- *Fixed pay-per-server-pricing*
- *Open architecture*
- *Hardware- and software-independence*
- *Fast adaptation to individual needs*
- *Fast integration of 3rd party systems*
- *Support of leading operating systems*
- *Future-proof investment*

**Michael Steeber, Administrator with US Internet, summarizes his experience with NovaBACKUP DataCenter simply: "It just works."**

## Open architecture and flexibility make top performance

US Internet chose NovaBACKUP DataCenter for its open architecture and great flexibility. For no additional fee, NovaStor quickly adapted NovaBACKUP DataCenter to the individual needs of US Internet. Whereas other systems failed to support the optimal use of Data Domain as deduplication tool, NovaStor used the job-net-feature to throttle the backup data throughput to optimize the deduplication performance.

US Internet also valued the open interfaces of NovaBACKUP DataCenter. Whereas other providers wanted to confine data centers to the use of their own products, NovaStor encourages clients to choose the technology that best meets their economic and technical needs.

In line with NovaStor's philosophy, NovaBACKUP DataCenter is designed to support innovations and allows customers to quickly implement new technologies.

## Backup as a door opener for additional business

NovaBACKUP DataCenter has put US Internet in a position to win new customers with very competitive prices for backup services. Once a client has signed up for the backup service, US Internet hopes to sell complimentary services. Thus, for the first time in the history of US Internet, a backup product serves as door opener.

> "With our new competitive price point, we are able to attract new business! Also, for the first time with backup, we're opening the door to selling other services we offer. This product is enabling us to take business away from our competitors."
>
> **Travis Carter, Co-Founder and VP Technology with US Internet**

### At a glance

Global provider of Internet and hosting services, with several 10,000 customers. Represented by over 400 VARs worldwide.

**Technical Benefits:**

| | |
|---|---|
| Backup performance: | 400 MB / sec |

**IT Environment:**

| | |
|---|---|
| Total disk storage: | 20 TB growing |
| Operating systems: | Windows, Linux |
| Backup Servers: | > 1,000 |
| Deduplication: | Data Domain |

## NovaStor: First-rate support

During US Internet's search for an ideal backup solution, NovaStor demonstrated that dealing with a software provider can be easy and lead to fast solutions. Whether concerning technological or business matters - whatever question US Internet had, NovaStor was quick to respond and provide the solution that optimally supported US Internet.

## Business Benefits

- Allows fast and flexible business decisions
- Enables a competitive offer that wins new customers
- Stable system requires very little supervision
- Future-proof investment in an open system
- Massive savings compared to other vendors

> "I enjoyed having a direct line to NovaStor's knowledgeable technical support team. Our prior backup software provider had me explain everything to junior team members before connecting me to the people who could solve the issue."
>
> **Michael Steeber, Administrator with US Internet**

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