

Cloud Success Story

ISV – Backup Software Vendor



The Challenge

Expand market presence and lower time to close new customers

The Solution

Partner with 6fusion to eliminate the need for capital investment making it simpler and easier for customers to buy

Vendor Benefits

- Faster time to close
- Broader market reach
- Lower customer capital investment
- Stronger business partnerships

Customer Benefits

- No CapEx
- Better cost to revenue alignment
- Faster time to market
- Greater flexibility
- Lower risk

About 6fusion

6fusion provides an end-to-end cloud management platform that enables global workload distribution by turning the public and private cloud into a pay-per-use billable utility. The unique metering algorithm, Workload Allocation Cube (WAC), creates a commercial standard to quantify supply and demand for compute resources.

For IT service providers, enterprises and independent software vendors, and Infrastructure Owners/Operators, 6fusion simplifies and streamlines Infrastructure-as-a-Service (IaaS) via a single console that provides valuable insight into consumption, performance benchmarking and cost allocation without vendor lock-in.

A Garter Magic Quadrant backup software vendor seeking new ways to grow their business by expanding their market reach into new sectors, lower their time to close for new prospects, and help their customers be more agile. With 6fusion, they found a partner that was able to help them with all three courtesy of the 6fusion Cloud Management Platform and iNode Network.

In their traditional model, the Backup Vendor would sell the Service provider or enterprise customer a backup server license. The customer would then build out a hardware platform on which the backup system was installed. Over time, this hardware platform would have to be maintained, upgraded, and supported. For larger backup service providers, this was simply a cost of doing business. Due to their success however, the backup vendor became more and more popular with smaller and mid-sized solution providers. In achieving this success, they discovered a significant objection to sale – buying, building, and managing the hardware. While the larger partners didn't mind carrying this cost, the smaller service providers operate at a different scale, making the hardware acquisition and management a much more significant issue. This hardware objection was limiting the addressable market and or slowing down the sales cycle. Additionally, as existing customers reached the end of life for their existing hardware and were facing an upgrade or replacement cycle, an opportunity for competitive loss was presented. Addressing this issue became a key factor for the backup vendor. They needed a solution to help shorten deal time, widen their target market, increase deal volume, and offset competitive pressures.

6fusion's iNode Network and UC6 cloud management platform, powered by the Workload Allocation Cube (WAC), provided an optimal solution to the issue. In partnering with 6fusion, the backup vendor is able to suggest a cost and scale effective solution to customers and prospects. This enabled them to enter the backup and recovery business without making significant capital expenditures or adding risk to their model.

With the 6fusion relationship, when the backup vendor encounters a prospect or customer who doesn't want to acquire the hardware, they refer them to 6fusion. Why? The iNode Network provides multiple, geographically located hosting environments – Tier II and Tier III datacenters, SAS70 Type II certifications, highly scalable compute and storage, redundant high-speed network connections, and a pay as you go model that allows service providers to scale their hosting costs as their backup and recovery environments grow. With the WAC, 6fusion was able to establish a baseline cost to host backup servers – including compute, storage, and Internet. This predictability allows solution providers to be profitable on their hosting costs – right from the first GB – and to scale in an on demand model. This provides much improved cost to revenue alignment. Even better – the UC6 Cloud Platform allows service providers to co-locate their backup server with their recovery environments allowing for a “built in” recovery environment that is available when they need it – in a pay as you go model.

The 6fusion solution allows the backup vendor to have an “ace” in it's pocket – it helps reduce their time to sale, expand their target audience, offset competitive issues, and give their customers a scalable solution that can even power other parts of their businesses – a win win for everyone.

To learn more about how 6fusion can help your business, visit www.6fusion.com.