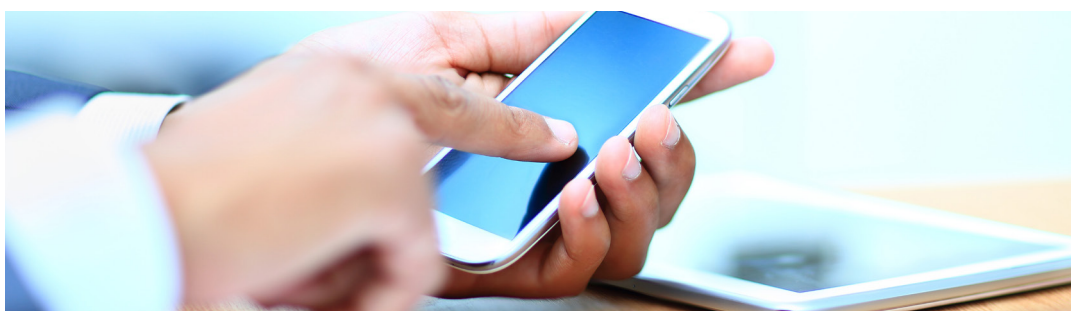


# Ultima turns to iomartcloud for enterprise Cloud services



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- Danny Fisher, Managed Services Client Manager for Ultima



## iomart customer case study

iomartcloud provides enterprise-grade Cloud Backup and Recovery as a Service solution for Ultima

## industry

Information Technology, Managed Services

## Objective

Ultima needed a new Channel Cloud Services Provider

## Solution

Ultima chose iomartcloud to provide cloud backup and disaster recovery which Ultima delivers as a managed service.

## Benefits

- Flexible and tailored service for Ultima and its customers
- Partner-focused model
- Based on EMC Avamar backup technology
- Delivered from UK data centre network
- Created new recurring managed services revenue



Ultima Business Solutions is a leading UK provider of IT infrastructure solutions and managed support services with the mission of making information technology an invaluable asset for organisations of all sizes and disciplines across the private and public sectors.

Since it was formed in 1990, Ultima has invested heavily in developing the technical skills and the experience required to deliver and support complex, robust, secure, scalable, connected and available IT infrastructures. The company employs approximately 300 full time staff across its head office in Reading, which also houses a 24x7x365 Technical Support Centre, plus a satellite sales office in central London.

Ultima leverages iomartcloud for its Cloud Backup and Recovery as a Service solution after parting company with a previous cloud service provider.



### Turning to iomartcloud

Ultima turned to iomartcloud after more and more customers began asking about the cloud backup solutions it could offer as a service. Ultima had previous success with traditional back up services and adopted some cloud backup platforms but never found a flexible and tailored service that fit with both customer and their own demands. iomartcloud provides its partners with cloud services that can be managed centrally through an innovative portal.

Danny Fisher, Managed Services Client Manager for Ultima, said: "We needed to find a new backup partner because we felt the up-front commercial commitment model we had been using no longer suited our requirements. The partner-focused model that iomart offered was a compelling match for Ultima."

Next generation intelligent data backup and recovery is vital to protect organisations' critical data in a simple unified solution. iomartcloud's offering is based on EMC Avamar backup technology. There are several benefits to this. Backup times are reduced because each item of data is backed up once, meaning that during the backup window, only delta changes are transmitted. The technology also means you can do granular and full backups of data, with the ability to restore individual files or full systems.

In addition to the technology, and of importance to Ultima, was the fact that iomartcloud is part of leading cloud company iomart Group plc, listed on the London Stock Exchange's Alternative Investment Market (AIM:IOM). iomart owns and operates a network of data centres across the UK.

Danny Fisher continues, "It was vital that the solution we chose not only worked for us but more importantly, it worked for our customers. We already knew that EMC Avamar technology was widely considered one of the best backup technologies on the market. That, tied in with the easy-to-use partner control panel; the datacentre network based in the UK, and a dynamic support

and account management model, meant it was an easy decision to go with iomartcloud."

Switching Ultima's cloud backup solution offering to iomartcloud was relatively easy. Integrating the controls and support model to iomart's 24/7/365 technical support centre was straightforward. The ease of use for the portal and the partner training was thorough and well received by the Ultima team.

Danny says the benefits were quick to follow, "We already have a strong pipeline with most of our clients discussing these solutions and saying they are impressed with the offering. Being able to support the contracts in-house makes us much more commercially competitive to our closest rivals in the market place. Our clients and sales account teams have embraced the move to iomartcloud in a very positive way."

More and more organisations are turning to the cloud to support their business-critical backup and recovery needs, and together Ultima and iomartcloud can offer the right kind of solution. iomartcloud's backup service allows Ultima to provide its customers with a simple to use and easy to deploy enterprise class managed service, ensuring that backup and recovery goals are achieved.

Danny Fisher concludes, "After an extensive evaluation of several Cloud Backup providers and based on reliability, scalability and recovery times, we came to the conclusion that iomartcloud was the best fit for Ultima. They have a solid offering, market leading products delivering the service with EMC and Avamar, a passion for customer support and a personal approach."

By leveraging iomartcloud's Enterprise Grade Cloud Backup and Recovery service Ultima can offer its clients a simplified and unified Backup as a Service solution.

For more information about Ultima visit [www.ultimabusiness.com](http://www.ultimabusiness.com)

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