# NOVASTOR

# Fasthosts:
# NovaStor Powers 400,000
# Success Stories

**Summary**

*As one of the UK's leading web-hosting companies, Fasthosts provides a wide range of IT services. This includes web hosting, domain and server hosting, domain-name registration and email services for direct customers and resellers. In 2010, Fasthosts decided to add backup services to its portfolio and chose to base its offering on NovaStor's cloud backup platform.*

## A Leading Web Hosting Company

Fasthosts delivers web-hosting services to the small and medium-sized business (SMB) market. From its state-of-the-art, dynamic data centers, Fasthosts provides services such as data and domain housing, email, dedicated and virtual servers, and core IT services. A key factor in Fasthosts' success is optimizing its services for resellers. Through its network of nearly 6,000 resellers, Fasthosts has reached even more of the UK market. Today, Fasthosts supports around one million websites and is one of the UK's largest web-hosting providers.

## How to Make Backup a Success

Many companies protect their data locally, but struggle to afford the infrastructure for offsite backup. To fill this security gap, SMBs often look to online backup to protect their data in the data center of a trusted business. At the same time, they're looking for an application that's easy to install and operate.

Fasthosts' customers aim to manage their business and cash flow efficiently. It's crucial for these businesses to protect their data to get the most out of their investments. Fasthosts realized that a backup service would complement its other services well.

Fasthosts considered the needs of its direct and reseller customers to define the following criteria with which to evaluate the leading cloud-backup platforms:

✓ Easy for customers to install
✓ Intuitive interface to minimize support requests
✓ Secure and reliable backup and restore
✓ Support of channel distribution with white-labeling options, marketing materials, etc.
✓ Simple service administration
✓ Support of all popular technologies

Following extensive trials and competitor analysis, Fasthosts chose NovaStor's cloud backup software, NovaBACKUP xSP.

### Reasons for NovaStor

- *Provides secure, stable and scalable cloud-backup platform*
- *Offers easy-to-use interface*
- *Fewer support requests*
- *Supports reseller business model*
- *Reacts quickly to customer requests*

**Customer Quote**
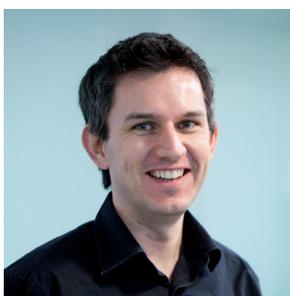
*"We need a service that is easy to use and works well. NovaBACKUP does that. After our trials and competitor analysis, NovaStor came out on top."*

**(Steve Holford, Chief Marketing Officer with Fasthosts)**

## NovaStor Enables Fast Time to Market

Beyond the ease-of-use, performance and reliability of NovaBACKUP xSP, NovaStor also proved to be the perfect business partner for Fasthosts. With its understanding of Fasthosts' distribution model, NovaStor helped Fasthosts implement an online-backup service to support direct and indirect business models in a short time.

From first contact to architecture, design and implementation, NovaStor has responded quickly and helped Fasthosts with the rapid market introduction of its online backup service.

## Online Backup for SMB Customers and the Channel

Using NovaStor's cloud-backup software, Fasthosts has equipped its resellers with a service they resell under their brand names. In addition, resellers can white-label the user interface with their color schemes, individual graphics and logos.

With NovaBACKUP xSP, Fasthosts and its customers and resellers benefit from a wide range of advantages:

✓ An easy-to-use backup application
✓ Little need for technical support
✓ Secure data transmission with
   256 AES encryption
✓ End-to-end encryption to protect customer data from unauthorized access
✓ Fast online data transfers
✓ White-labeled reseller backup services
✓ Minimal administrative effort

## Support Requests – Little to None

Fasthosts, its resellers and its customers wanted software that wouldn't increase the number of support calls they deal with. NovaStor's solutions assured them this would not be an issue.

The ease-of-use and the effectiveness of NovaBACKUP xSP ensures Fasthosts' customers benefit from the software regardless of their technical skill. It's easy for them to backup and recover their data with little or no technical support.

### Economic Benefits:

- **Fast time to market**
- **Little administrative effort**
- **Software supports reseller model**
- **White-labeling for brands**
- **Quick solutions for customer needs**

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*"NovaStor understood our needs, and helped us make sure that we had a product that we could take to market for our direct customer base and our reseller customers very quickly and very easily. That's where NovaStor really pulled through for us."*

**(Steve Holford, Chief Marketing Officer with Fasthosts)**

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**At a glance**

*Fasthosts is a leading web-hosting provider. The company is based in the UK and operates 24/7 from dedicated UK data centers. Fasthosts keeps more than 1 million domains running smoothly and delivers over 42 million emails safely each day.*

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| *Company URL:* | *http://www.fasthosts.co.uk/* |
| *Services:* | *Domains, Email, Hosting, Virtual servers, Dedicated Servers, Online Backup, Broadband, Reseller Web-Hosting Packages* |
| *Awards:* | *Microsoft Hosting Solutions Partner of the Year, Microsoft's Hyper-V Cloud Partner Awards* |
| *Cloud backup platform:* | *NovaBACKUP xSP* |
| *Customers:* | *400,000* |
| *Websites operated:* | *Approximately 1 million* |
| *Operating systems:* | *Windows* |
| *Backup Hardware:* | *Dell EqualLogic Storage Area Networks (SANs)* |

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