



## PARTNER CASE STUDY: Hicel Ltd

### KEY FACTS



**Company name:**

Hicel Ltd

**Location:**

Leeds, West Yorkshire, UK

**Industry:**

IT Support and Consultancy

**Hypervisor supported:**

Hyper-V

**Interviewee:**



Rudi Chavez,  
Director and IT Consultant

[www.hicel.co.uk](http://www.hicel.co.uk)

### ALTARO VM BACKUP SAVES MSP 64% IN STORAGE SPACE THROUGH ITS AUGMENTED INLINE DEDUPLICATION

Hicel Ltd, an IT services company in Leeds, England, enjoys several benefits through its use of Altaro VM Backup to provide virtual machine backup services to customers. One of the greatest, according to Rudi Chavez, Director and IT Consultant at Hicel, is the company's saving of 64% in storage requirements thanks to the product's innovative Augmented Inline Deduplication.

*"This is significant, we were impressed when we found that though Altaro, we are saving about 64% of space across the board through deduplication", he says.*

This was all the more striking to Hicel as it had not even been the primary reason for switching to Altaro VM Backup.

*"We were looking for a better product to back up Microsoft Hyper-V servers instead of the backup process in Windows, which was unreliable, slow and cumbersome and not really in compliance to our disaster recovery requirements and solutions."*

After a thorough assessment of what it could do, Hicel found that Altaro VM Backup solved these frustrations.

## A MULTI-TENANT SOLUTION THAT TICKS THE VM BACKUP BOXES

Mr Chavez cited a lengthy list of items that he loves about Altaro VM Backup, including its multi-tenant management console, its speed and disaster recovery functionality.

*“Altaro VM Backup supports both Hyper-V and VMware environments in one solution, it centralizes management of all installations and allows us to provide Disaster Recovery,”* he started.

*“It’s secure, fast and saves space. It’s easy to use and cost-effective, with good technical support. It can back up locally, remotely and to cloud and restores are fast.”*

## DELIVERING EXCELLENT CUSTOMER SERVICE THANKS TO ALTARO

Describing a recent scenario where Altaro VM Backup saved the day for Hicel, Mr Chavez revealed:

*“We had a customer that replaced many ageing hosting servers with latest new Dell Servers and technology. The hardware replacement needed to be done asap and there would be no time to rebuild all Hyper-V with the latest Operating Systems and migrate all data. So we used Altaro to back up all the servers and then restore them in the new hosting servers. The migration was a success and very fast, so we actually lost money in labour! But we had a very happy customer. Altaro saved the day.”*

Hicel’s core focus is on satisfying its customers. Mr Chavez mentions another incident where Altaro helped Hicel meet this goal when other VM backup solutions could not.

*“We have a customer that has many Hyper-V servers with multiple sites, and the customer requirements were quite specific,”* he recalls.

*“When looking at packages available at the time, we found that Altaro was the only one that satisfied the customer’s requirements.”*

## ALTARO’S OFFICE 365 BACKUP SERVICE

Mr Chavez is satisfied with the value Altaro VM Backup offers:

*“The price structure is the best value around, especially when compared with Veeam.”*

Yet, competitive pricing is not the only differentiator for him. “Altaro is easy to use and works well, support is very good with fast response to issues and patches,” he affirms. “The product keeps getting better and with Altaro’s new Office 365 backup service, we have another important offering to add to our portfolio.”

He concludes,

*“Altaro VM Backup is the right solution to back up virtual machines locally, remotely and in the cloud.”*

## ABOUT ALTARO

Altaro is a fast-growing developer of easy-to-use backup solutions for managed service providers (MSPs), IT resellers and IT departments. It specializes in backup for virtualized and cloud environments, providing affordable enterprise-class functionality while avoiding unnecessary features that add cost and undue complexity. With 40,000+ customers worldwide, 9,000 partners globally and 1,200 MSPs to date, the company's flagship solution is Altaro VM Backup, which has gained traction as the natural choice for Hyper-V and VMware backup and replication. Altaro also provides a solution to back up and restore Office 365 mailboxes, Altaro Office 365 Backup. Both are also available as monthly subscription programs for MSPs.

**DOWNLOAD YOUR 30-DAY TRIAL HERE: [www.altaro.com/download](http://www.altaro.com/download)**

# ALTARO

**T (UK):** +44 (0) 203 397 6280 | **T (US):** +1 (919) 251 6279  
**E:** [info@altaro.com](mailto:info@altaro.com) | **www.altaro.com**



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