

# On-Ramp Indiana



**“Vembu's backup solutions have provided ORI.NET with a great stream of recurring revenue, while simplifying the management of our customer backup routines. Our customers love it, and it truly is a WIN – WIN for everyone. Customers save money, ORI.NET generates revenue, and most importantly the service works great“**

## **On Ramp Indiana**

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Noblesville, IN 46060  
[Website: www.ori.net](http://www.ori.net)

**Managed Network Services**

The logo for Vembu, featuring the word "vembu" in a lowercase, sans-serif font. The letter "b" is highlighted in red, while the other letters are black.

## Challenges

To effectively replace the traditional Tape -based backup with an accomplished online backup solution. Struggled with problems like bad media, backup failures, drive failures, removing the tapes on a daily basis or carrying the tapes away from the office for off-site backup.

## Benefits

- Fair pricing structure.
- Ease of installation
- Modules for Exchange and SQL server
- Email notification
- Easy restoration of data.

## Solutions

On-Ramp Indiana (ORI.NET), a privately owned Managed Network Services company offering outsourced IT services has teamed with Vembu to offer an online backup service

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## What were the challenges that you were faced with before using Vembu?

On-Ramp Indiana (ORI.NET) has been in the computer consulting industry since 1989. We have been recommending and servicing Tape Backup solutions for many years. And over the years as we progressed, we realized the problems faced by our clients – like troubles with bad media, backup failures; drive failures, removing the tapes on a daily basis or to carry the tapes away from the office for off-site backup. To overcome these, we decided to replace the tape backup with an online backup solution. We looked for a solution that worked simply and carried through all the features of a traditional tape backup and had much more.

## What led to your choice of Vembu's Backup & DR solution for backups?

We tried using some competitive backup solutions including NovaStor software. We found Vembu to have the best feature set for the price. In real world installations, we found the Vembu's solution to be the best fit. The low cost, ease of installation, along with modules for Exchange and SQL Server and the features that ultimately led to the final decision of Vembu's Backup & DR Solution being the ORI.NET's preferred backup solution.

## What do you think are the benefits that Vembu offers to a managed service provider?

Vembu's Backup & DR Solution is easy to install and setup - it just simply works! It provides daily and real time off-site backups with excellent error notification. The clients love the peace of mind when they receive their daily backup notification email. Vembu has ease of installation, fair price, email notification, daily incremental, SQL and Exchange Plugins and easy restoration of data.

## How smooth was your installation process?

Our SMB backup server consists of one Dell Rack Server for the Vembu's server and one Dell rack server for the Vembu's Replication Server. We store about 8TB of customer data. Our implementation plan was simple; call and convert our existing customer base. We currently have the installer file on our website for download with simple to follow instructions for them to follow for a self-install or we can do we Logmein.com session to do a remote install and setup for our customer. We have few customers including a local university in which they run's Vembu's Server at their facility and then they replicate to our Server farm which gives them a secure off-site copy of their data. Vembu's is a great flexible online backup solution for all.

## How does Vembu fit into your backup service offering?

We currently have 29 SMB customers installed, with very little marketing. We project to double that number in 2010. At On-Ramp Indiana (ORI.NET), each customer we convert from Tape Backup to Vembu represents a big cost savings to the end user. It also provides ORI.NET with a "sticky" service that contributes monthly recurring revenue. We found that the cost of using tape backup was approximately \$2500.00 over 5 years, when factoring in cost of tape, cost of replacement Drives, and service calls related to tape backup failures. With a small setup charge and \$10.00/ month fee for the ORI.NET basic backup package, a customer is saving thousands of dollars by implementing this solution. Offering this service has opened up another recurring revenue stream for our business, generating over \$1000.00/month in recurring revenue that simply was not there 1 year ago. We expect to grow that number significantly as we start marketing the service more aggressively

## What are your future plans?

Right now, we have 29 SMB customers installed with Vembu's Backup & DR Solution.

We plan on marketing the service more aggressively with email to existing customers, direct mail to area businesses, and online keyword ad campaigns. We expect to at least double, with a goal of tripling our installed base in 2010.

### About Vembu

Vembu is a leading provider of a portfolio of software products and cloud services to small and medium businesses for more than a decade. Vembu's vision is to make software and cloud services very affordable for the hundreds & thousands of small and medium businesses worldwide.

Vembu BDR Suite is designed to enable Managed Service Providers (MSPs), Cloud Service Providers (CSPs) and other Service Providers (ISPs and Hosting Providers) to provide backup and DR services to their clients at an affordable cost.

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