



# Preparing local businesses with cyber-resilient data protection services

**vGRID is setting new standards in as-a-service reliability, performance, and control for New Zealand-based businesses.**

The IT services landscape in New Zealand is undergoing rapid change. Large, public cloud providers are entering the market, creating an influx of cloud storage options for the region's small and mid-sized enterprises (SMEs). While these providers may offer perceived scale, they lack the personalized, regional care that some businesses need to grow with confidence. Local IT service provider vGRID Limited developed an agile storage architecture to swiftly defend its business and provide its customers with the data protection solutions they need to compete in a modern digital era. Implementing an affordable, cyber-resilient object storage foundation that powers scalable growth, vGRID is now set to offer backup-as-a-service and DR-as-a-service solutions its customers need to protect the data that runs their businesses with the personalized attention they trust.

## Personalized, IT services trusted by thousands

vGRID Limited was established more than a decade ago to serve the distinct regional needs of New Zealand-based businesses for managed data protection, backup, and disaster recovery. From its founding, delivering reliable and personalized attention to its business customers has always been the vGRID hallmark. Today, it has grown as the trusted IT services provider for thousands of local businesses that rely on the managed service provider's resilient and modern infrastructure to protect the data that runs their businesses.

Central to vGRID's success has always been its attention to the unique requirements of its customers. By delivering a deep understanding of each customer's specific



**Industry:** IT services

**Country:** New Zealand

### Vision

Ensure the resilience and personalized IT-managed services New Zealand small businesses need to thrive

### Strategy

Achieve end-to-end cyber-resilience with S3-compatible object storage and modern data protection solutions to deliver affordable and reliable business availability

### Outcomes

- Increases economic efficiency for secure data protection and recoverability
- Progresses modern data management technology, in compliance with data sovereignty requirements
- Supports agile scalability where infrastructure resources grow seamlessly as customers do

needs and goals, vGRID has proven its value to the businesses it serves, time and again.

With large public cloud operators entering New Zealand, vGRID is rising to meet the challenge with personalized customer attention and dedicated expertise. Even with the larger public cloud operators' size and scope, vGRID delivers greater value with local services and deeper expertise, minus the high entry and egress costs that are often a barrier for small business adoption.

"With public cloud solutions beginning to offer more in-country solutions, we needed to build up areas where we could differentiate and add value to our customers," said Bryce Farmilo, CEO, vGRID Limited. "By adopting a new cyber-resilient object storage architecture with Scality ARTESCA, we now give customers the independence to keep data sovereign and protected from any potential threat."

### Personalized data services with no upcharge

Working to raise the data protection bar and defend its market share, vGRID established a new strategy to modernize its already high-performing



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data infrastructure. Built on the three pillars of reliability, performance, and control, the vGRID infrastructure was augmented to employ economical, cyber-resilient, S3-compatible object storage that can start small and scale dynamically to meet the changing needs of the businesses they serve. When matched with the personalized service of a local, dedicated team of experts available 24x7, along with empowering self-service controls, vGRID is able to differentiate from its emerging public cloud competition.

"At vGRID, we meet our customers where they are with a platform that assures reliability, performs well, and delivers as promised," says Farmilo. "When you offer a service that is inherently reliable that customers don't have to be concerned about, you can elevate the customer conversation. We aim to not only meet customer requirements, but to do so without it being a restrictive platform with constraints that limit the business. Larger cloud providers can't say the same."

Further benefiting vGRID customers is the economic advantages of the new object storage-based infrastructure. Using Scality ARTESCA with HPE Apollo 4200 Storage Servers (a member of HPE Alletra Storage Server family)

running Veeam backup software enables vGRID to deliver backup-as-a-service and DR-as-a-service solutions at a dramatically cost-efficient price point. In the resulting vGRID SecureStore solution, data is retained in an agile environment, which grows as customers do, without the added costs for recovery or data movement often incurred when using public cloud providers.

"Unlike public cloud providers, we're not holding customers' data for ransom," comments Farmilo. "You don't need to pay extra to access it. For many customers, the traditional public cloud model is preventative, plus, it penalizes the customer twice to store and then access their data. We take a simple, flat-fee approach that our customers truly appreciate."

### Data sovereignty made easy

Data sovereignty is also a significant value proposition for vGRID's managed services. While New Zealand doesn't currently have mandated data sovereignty regulations, there is a strong cultural desire to keep data in-country. For many of vGRID's customers, this has become an important selection criterion that cannot always be assured by public cloud options.



“Our customers need greater data access options where a local provider like vGRID can become very compelling,” says Farmilo. “There is a strong, emotive desire to retain data in-country. But we still need to deliver a highly modern, competitive solution. Scality ARTESCA cyber-resilient object storage gives us much more flexibility to support business growth while still keeping data close to home.”

Using the vGRID SecureStore solution and service model, customers can remain confident that their data is securely retained with data sovereignty and not replicated to data centers outside the country.

### **Flexible scalability, at the right price**

While delivering a modern storage architecture and supporting data sovereignty are important value propositions, cost efficiency for as-a-service solutions cannot be underrated. This is particularly important when up against major cloud providers who may, at an initial glance, appear to be lower in cost.

vGRID’s new SecureStore data protection service infrastructure leverages S3-compatible object storage as the target for backup data that’s not

only immutable but also protected by CORE5, Scality’s unique end-to-end cyber-resilience capabilities, along with ransomware protection from Veeam. This unmatched level of security, combined with dynamic scalability at an affordable price, enables vGRID to enhance services for its customers while reducing up-front storage sizing and scoping. Storage can now be added easily upon customer demand, without new hardware uplifts or heavy management expenses.

“We can now take a different approach to storage,” said Farmilo. “Rather than having the traditional challenge of building out our hardware solutions, we can now simply add more storage to the bucket and the customer sees seamless scalability. It’s both fast and efficient.”

The cost is also dramatically lower. “The storage capacity on Scality ARTESCA is half the cost of our previous storage hardware infrastructure for backup services,” adds Farmilo. “This is immediate, added revenue for our bottom line. The solution also saves our team between four and eight hours a week in management time, which gives us more availability to deliver the personal services our customers need.”

### **Partnership equals confidence**

When it comes to supporting its customers, vGRID is clear that trust means everything. They aim to work hand-in-hand to meet customer needs and deliver the recovery point objectives and recovery time objectives that truly bring value to the businesses they serve. To deliver this confidence with consistency means they also need to have trust in the technology partnerships they rely on. They have found that this is where technology partners, Hewlett Packard Enterprise, Scality, and Veeam have performed without fail. Acquisition of the three-partner solution was made simple with all three being offered through HPE.

“We’ve worked with many vendors in the past where things can fall short. But with HPE, Scality, and Veeam, it comes down to relationships,” says Farmilo. “I know that the people we work with truly have our back. They support our solutions with expertise and passion, and we always know we can get the support we need, when and where we need it.”

Strong technology partnerships also support the needs of vGRID’s customers. With strong technology partner relationships, the service provider is able



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to achieve more for its customers faster. This is a key advantage, particularly when working to stay one step ahead of its public cloud competition.

### The pull-through value of financing

As a managed service provider, revenue predictability is critical for vGRID. For that reason, using HPE Financial Services has delivered significant value — both for them as well as their customers. Using a five-year financing agreement not only provides expense consistency, but it also delivers confidence that is passed along to customers that the solution is well maintained and modern. While other service providers may try to squeeze out extra life from aging hardware, vGRID’s operational model uses financial services to update equipment regularly, limiting failure, and performance risk.

“As a service provider, our revenue is recurring monthly,” adds Farmilo. “By relying on HPE Financial Services we can also ensure a predictable investment. Even more, it gives our customers confidence that our environment is reliable and fresh. This means it always operates on peak performance. Plus, new hardware also means better support, which is just one more value that carries through for our customers.”

### Solution

#### Hardware

- HPE Apollo 4200 Storage Server (a member of the HPE Alletra Storage Server family)
- HPE StoreOnce VSA

#### Software

- Scality ARTESCA
- Veeam

#### Services

- HPE Financial Services

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