Business challenge

With many of its customers relying on complicated recovery tools to protect their data, RNG Teknoloji wanted to update its flagship offering with an intuitive backup management feature.

Transformation

Focused on providing the Turkish marketplace with easy to use and deploy backup and recovery capabilities, IBM Business Partner RNG Teknoloji updated its 2xProtect platform with IBM Spectrum® Protect Plus software. Delivered under an IBM® Embedded Solutions Agreement (ESA), the solution empowers users to more quickly and seamlessly protect critical data.

Results

~40% lower costs

on average compared to previous solutions

~6x faster backups

achieved through data compression and deduplication

Streamlines deployment

with a single-license delivery model

RNG Teknoloji

Simple backups. Complex protection.

Primarily operating through its 2xProtect cloud infrastructure brand, RNG Teknoloji (external link) offers a broad range of IT support services, including cloud-based data protection, data recovery and business continuity. The company is headquartered in Istanbul, Turkey and was founded in 2017.

"With the ESA, we now just talk about one license, one edition, one solution. It makes our hand stronger."

—Behreng Nami, Founder and Owner, IBM Business Partner RNG Teknoloji

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Data protection shouldn't be complicated

It's finally happened. You've been hit by a ransomware attack. All of your crucial business data is locked by some criminal who is demanding tens—if not hundreds—of thousands of dollars.

It's a problem that you can't ignore. You need your data. Your business can't survive without it. But rather than giving in to the criminal's demands, if you had everything backed up somewhere secure—like an external cloud environment or offsite tape storage—you could quickly recover that data and resume business as usual with very little interruption.

That was the challenge and opportunity that IBM Business Partner RNG Teknoloji saw facing many of its customers, particularly those using its 2xProtect platform—a cloud infrastructure that offers disaster recovery, business continuity and related services.

"Cyberattacks are growing more common," notes Behreng Nami, Founder and Owner of the company. "And businesses need to protect their data throughout the enterprise. They need local backups, but if they have more than one location, they need to be able to access that stored data from any site."

To gain this increased level of data protection, many of RNG Teknoloji's customers were using additional recovery tools alongside the 2xProtect platform. But depending on the offering chosen, licensing and management became much more complicated.

"We had one customer purchase recovery licenses based on their CPUs," recalls Gamze Bayraktar, Business Development Manager for RNG Teknoloji. "It required a high initial investment—around USD 16,000—which is always really risky. Tying up that much capital can place the company in financial difficulty, particularly if they are not certain regarding the scale of support that they actually need."

Confident that there was a smarter, more reasonably priced and faster method to deliver these backup services, RNG Teknoloji chose to work with IBM to enhance its platform.

One license, one solution

In June 2020, RNG Teknoloji enhanced its 2xProtect offering with IBM Spectrum Protect Plus software to create its new "backup+ IBM" service. Delivered under an IBM Embedded Solution Agreement (ESA), backup+ IBM allows users to manage their on-premises and offsite data migration and protection processes through a single console.

"[T]hrough the ESA, it's all delivered under a single license. They tell us how many servers they want to protect, and we have the solution ready in one business day."

—Gamze Bayraktar, Business Development Manager, IBM Business Partner RNG Teknoloji

Beyond backup and recovery functions, the solution also supports long-term storage by streamlining migration to additional tape or object storage platforms. And thanks to its data cloning features, the IBM storage software also allows users of backup+ IBM to easily replicate data to virtual testing or development platforms.

"IBM Spectrum Protect Plus is also optimized for cloud," notes Nami. "It offers data compression and deduplication features that helps customers reduce the size of the data that they send to either our data center or other locations. They can reduce 20 TB of transmitted data to only 8TB – 9 TB of data."

"And through the ESA, it's all delivered under a single license," explains Bayraktar. "They tell us how many servers they want to protect, and we have the solution ready in one business day."

Simple. Smart. Successful.

With the new backup+ IBM capability in place, users of the 2xProtect platform are driving increased efficiency and cost savings in their backup and recovery efforts, with the average business netting a 40% reduction in spending.

"For one of our larger customers," notes Nami, "they saw closer to a 50% savings. And at the same time, we reduced their backup time by approximately 70%. That's common for our customers, who often see 6x faster backup speeds."

He continues, explaining: "IBM Spectrum Protect Plus gives us a 'true' forever incremental backup. With other tools, 'incremental' means you take a full backup every two weeks. But with the Spectrum Protect Plus, we take a full copy only the first time. Then we only backup the changes that have occurred. Between that and the data compression—it saves a lot of time."

Beyond the functional advantages, with the ESA in place, RNG Teknoloji is also now better able to attract and retain customers for the 2xProtect platform.

"Our customers aren't needing to make a large initial investment," explains Bayraktar. "They don't have to plan out the next three to five years. They start with only one

license, at scale—with no up-front cost. And we can flexibly scale up our solution and the cost to what they need, when they need it in the future."

The simplified delivery model also helps drive sales, as Nami explains: "When you start the discussion talking about multiple license types, the customer quickly gets more confused. With the ESA, we now just talk about one license, one edition, one solution. It makes our hand stronger."

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Solution component

- IBM Spectrum® Protect Plus

Take the next step

To learn more about the IBM solution featured in this story, please contact your IBM representative or IBM Business Partner.

To explore how to use IBM technology to build a solution for your clients, please visit: IBM Build Partner Program

To explore if an IBM Embedded Solutions Agreement is right for your organization, please visit: ESA

To learn more about its backup and recovery solutions and what RNG Teknoloji can do for you, please visit: 2xProtect (external link)

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