Growing Cloud Business and Offering Customers Peace of Mind with Managed BaaS

iQ3 supports customers' cloud migration journey with N2WS Backup & Recovery

Founded in 2010, iQ3 is a cloud managed service provider headquartered in Sydney, Australia with a presence across APAC and a customer base spanning Government, Education and Commercial organizations.

Their mission is to guide customers along their cloud migration journey by providing a range of services including infrastructure-as-a-service, cloud backup and disaster recovery, in addition to other service offerings which can be tailored into an all-encompassing and completely customised cloud solution.

The business challenge

"Our mission is simple; to become a strategic and trusted partner to our clients, driving successful projects forward. With the rapid growth of AWS, we saw an opportunity to help companies that are new to the public cloud, to build their environment on AWS, and ensure that it is protected."

—Harry Georgas, Senior Account Manager at iQ3

As a cloud-centric business, iQ3 has spent eight years building a successful managed service offering comprised of a range of services designed to help businesses navigate the complex world of AWS. However, as more and more customers moved to the cloud, iQ3 faced the challenge of ensuring their critical data was protected.

'We identified an increasing need within our customer base for a centralized solution that was scalable and flexible enough to allow us to manage the entire backup and recovery process from end to end', remarks Harry.

iQ3 identified 3 main requirements:
- Ease of management
- Ability to recover data quickly
- Secure scalability

Primarily, iQ3 wanted to remove the complexity around cloud data protection:
'We wanted to take away the administrative burden of managing backups, so that our customers can focus on other projects – being able to do **this has not only helped our customers but has provided us with an additional revenue stream**,' Harry comments.

When iQ3 onboarded one of their largest AWS customers, a group of 20-30 Australian government agencies, they turned to N2WS to protect their growing AWS environment, which already sits between 800-900 instances.

Challenge

One of iQ3's primary aims is to facilitate cloud migration for their customers, ensuring the process is as smooth and worry-free as possible. A key element of any successful cloud migration is data protection – and it is here that iQ3 saw an opportunity to grow their business by offering a managed backup and recovery service on AWS. After a thorough selection process, they chose to partner with N2WS to enhance their portfolio of AWS services.

"It was vital that we were able to ensure 100% uptime for such a large customer, who is often handling large amounts of confidential data. They rely on us to maintain a resilient environment and have the right plan in place to help them recover should they be impacted by data loss."

—Harry Georgas, Senior Account Manager at iQ3

The solution

iQ3's partnership with N2WS has enabled them to manage their customer environments at scale, while also driving new business.

'We chose N2WS as it offers us exactly what we need to implement operational backup and recovery from one console. In particular, multi-tenancy ensures we can efficiently manage multiple customers and scale easily as we grow this part of the business.'

Harry particularly values the ease and speed of recovery, which allows them to provide consistently high levels of service.

Providing fast and reliable backup and recovery for their clients is iQ3's number one priority, but a long-term strategic goal is to leverage the N2WS-enabled S3 repository for data archiving.

"This will be game-changing for us, now having the ability to archive data at a much lower cost and provide an even better service for our customers by helping them to meet compliance demands."

—Harry Georgas, Senior Account Manager at iQ3

By partnering with N2WS, iQ3 have successfully capitalized on an opportunity to grow their business by expanding their range of services and cementing their position as a trusted advisor for forward-thinking companies looking to scale in the public cloud.

Solution

Through their partnership with N2WS, iQ3 has been able to expand their range of managed cloud services and generate new revenue streams for their business.

By implementing N2WS for one of their largest clients, iQ3 ensures high levels of customer satisfaction and helps them to meet data protection and compliance demands.

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About N2WS

N2WS is dedicated to creating "cloud-native" solutions for protecting workloads and data hosted in AWS. It adopts the AWS paradigm for backup and storage, providing customers with the confidence that their data is regularly backed up and can be recovered in mere seconds in the event of an outage or failure.

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