COMMVAULT®

► # Case Study: Peak 10

PEAK 10 FUELS BUSINESS OPPORTUNITIES BY PARTNERING WITH COMMVAULT

peak 10™

Industry
Cloud Services Provider

Corporate Headquarters
Charlotte, NC

www.peak10.com

CHALLENGE

• Peak 10 needed a data protection software solution that offered robust functionality and scalability to support its rapid growth

SOLUTION

Commvault® Simpana® software delivered the features Peak 10 needed for its large scale infrastructure, as well as operational efficiency, for an enterprise-class, fully managed service

BENEFITS

• Simpana software's single platform architecture and centralized management minimizes operational costs by streamlining and automating tasks

• Large scale implementation that achieves high backup success rates

• Subscription based pricing model helps deliver on core tenet of simplicity in customer offerings

• Partnership has enabled price competitiveness of offerings, and development of new revenue streams

Peak 10 provides hybrid infrastructure, private and public cloud, and other data and managed services, primarily for mid-sized enterprises. Peak 10 solutions are designed to be simple, reliable, and secure, enabling customers to increase agility, lower costs, improve performance and focus internal resources on their core competencies. Customers come to Peak 10 with stringent compliance, security and availability requirements that are standard in highly regulated industries such as healthcare and financial services.

Given that it serves such highly regulated industries, Peak 10 undergoes annual examinations by third-party auditors, plus helps companies meet the requirements of various regulatory compliance acts, such as SOC 1, SOC 2, SOC 3, Safe Harbor, HIPAA, PCI DSS, FISMA and ITAR. Because customers typically run production workloads in Peak 10 infrastructures, uptime, performance and scalability are key requirements for its cloud and managed services. Peak 10 operates 24 data centers in 10 cities across the U.S. While its infrastructure operations are highly distributed, data protection is a centrally developed and delivered service.

▶ DELIVERING DATA CONFIDENCE WITH BACKUP AND RESTORE EXCELLENCE

Peak 10 understands that its customers' data is their most precious property. Data loss can result in lost revenue, competitive disadvantage, regulatory compliance issues, and it can even adversely affect a business's future. "Given its business-critical nature, backup and recovery is among the highest priority services Peak 10 provides its customers."

"Data protection is at the core of our solution set, and we treat it as a core competency," said Ken Seitz, director of product strategy, Peak 10. "Because the makeup of our customers leans heavily toward those in regulated industries, such as healthcare and financial services, they place high value on security, compliance and availability of their data. To deliver the service levels they desire, we have built a robust backup and recovery service on industry-leading technology."

Because backup and recovery has been a cornerstone service for Peak 10, the company has evaluated many backup software solutions over the years. Prior solutions presented challenges in scaling with Peak 10's growth and rapid expansion. To solve its scalability needs, Peak 10 implemented Commvault® Simpana® software as the single-platform solution that meets each of its cloud-based backup and recovery requirements. For more information about becoming a Commvault partner, visit us online at partners.commvault.com.

"Our relationship with Commvault is equally exciting from both technology and partnership perspectives. Many technology vendors have seen the writing on the wall in the shift of IT spend and have stood up Service Provider programs. However Commvault stands apart in taking action and bringing resources to bear to build truly effective programs."

KEN SEITZ
DIRECTOR OF PRODUCT STRATEGY
PEAK 10

"We offer a range of backup services with varying retention lengths to support the requirements of our customers' different information repositories," said Seitz. "Commvault Simpana software does a fantastic job at supporting this flexibility. Using Commvault, we are able to deliver an enterprise-class data protection service on a large scale that is completely managed for a very high rate of success."

CUSTOMER VALUE AND SIMPLICITY

While overall data has continued to climb, Peak 10 has been able to continue to keep costs low for its customers due to the infrastructure, data management, and operational efficiencies provided by Commvault. The flexibility of Simpana software's encryption capabilities allows the ability to encrypt data either at client side or server side depending on processing, and to follow data all the way through multiple copies and storage target devices. In a highly competitive market with many provider choices, Peak 10 customers benefit from the price savings enabled by software-based deduplication which gives Peak 10 the flexibility to use a range of storage vendors for improved efficiency, and reduces the data being transmitted and stored.

Simpana software's subscription-based pricing helps Peak 10 better serve customers. Now, rather than managing complicated licenses, it can offer support for any applications customers have with the flexibility to offer varying retention periods. "Commvault has really allowed us to simplify the buying process for our customers by enabling us to support any type of content," said Seitz. "Rather than building out a complex agreement, all we need to do is ask customers how much data they want to protect and for how long. It's as easy as that. They're buying an outcome rather than a process."

PARTNERSHIP MODEL FUELS GROWTH AND PROFITABILITY

For Peak 10, partnering with Commvault delivers multi-dimensional advantages, from superior technical and engineering features to the enablement Peak 10 receives on sales, marketing and support. As an early partner of Commvault's cloud solutions group, Peak 10 recognizes that unique benefits can go a long way to supporting growth and profitability. View a quick video here2 to learn more about Commvault cloud solutions.

"Being a Commvault partner has been a huge enabler for us," said Paul Starkey, director of field and partner marketing, Peak 10. "The company has done a fantastic job centralizing resources for its service providers to help partners find new revenue streams and expanded ways to use Simpana software to deliver new offerings. Many vendors are making

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PAUL STARKEY
DIRECTOR OF FIELD AND
PARTNER MARKETING
PEAK 10

SUGGESTED VIDEO>>

"Cloud Solutions Group"[1]

Learn more about Commvault's Cloud Solutions Group, the relationships between Commvault and cloud solution providers and how CSG is helping service providers deliver their customers value.

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▷

investments in their service provider practices, but with Commvault you can see that the pace of its support for our business is much faster. Commvault is really taking action and it's impressive."

One example of this focus for Peak 10 is the Health Check Assessment, which is a core service provider program benefit. Commvault cloud solutions experts performed a comprehensive evaluation of Peak 10's backup environment and offered insight based on their best practices. This assessment revealed where the infrastructure was strong and where additional attention was needed to optimize performance and prepare for future growth.

"Having the extra credibility from Commvault experts helped make the recommended changes a priority," said Seitz. "And, by drawing on their cloud expertise, we've been able to speed up our innovation and explore new ways to leverage Simpana software for incremental revenue and value to our customers."

▶ **PEAK 10 AT-A-GLANCE**

DATA MANAGEMENT BY THE NUMBERS

- Operating 24 data centers across 10 market cities across the U.S.
- Hundreds of TBs of data
- Several thousands of servers under protection

APPLICATIONS

E❌ Exchange

vmware

Microsoft® SQL Server®

ORACLE®

▶ **RESOURCES**

1 Commvault.com/resource-library/5445a1f4990ebbbd71000e72/cloud-solutions-group.mp4

▶ To learn more about the full benefits of Commvault software and its revolutionary approach to cloud data protection, visit **commvault.com/cloud**.

COMMVAULT®

▶ PROTECT. ACCESS. COMPLY. SHARE.

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