

CASE STUDY

## Dropsuite and Cipnet: A reliable partnership

# Dropsuite helped Cipnet solve a real world problem

Established in 2001, Cipnet Serviços de Internet is a premium internet service provider in Brazil, specializing in email and website hosting and other value-added services, such as enterprise file sharing and email marketing. Based in Caxias do Sul, southern Brazil, Cipnet's main focus is the Small and Medium Business market in Brazil. They take great pride in offering a high quality service and support.

Dropsuite is the industry leader in website, database and email data backup technologies over the cloud. Resellers are the core of their business. They provide a world class partner program that covers integration, technical support, sales and marketing support, reseller tools and more.

We got a chance to speak to Marcelo Ayala, Director of Cipnet to find out why he decided to offer Dropmysite backup services to his customers in Brazil.

“*Backup is a must have feature for a high availability and premium service. And we found in Dropmysite by Dropsuite a very easy and simple way to make sure that our clients' websites and databases are backed up safely. With Dropmysite we can have the peace of mind that our clients can keep running their business even if something bad happens to their websites. We're very confident and happy in bringing Dropmysite to the Brazilian market and expect to increase the customer base for both companies with this service.*”

**Marcelo Ayala, Director of Cipnet.**

## Executive Summary

Dropsuite launched their premium website and database backup service Dropmysite with Cipnet in August, 2014 in Brazil. The service was offered to all Cipnet's customers in Portuguese. Dropmysite helped Cipnet achieve its key goal of providing a reliable backup solution for all their hosting customers at no extra cost. This resulted in increased revenue, reduced support cost and reduced risk to Cipnet's business continuity.

## Challenges

As a hosting company Cipnet frequently had customers who reached out to them after having lost their websites, due to hacker attacks and due to some end user errors. They wanted to offer their customers an easy solution that they could use on their own to have their website back on line as soon as possible.

Before integrating with Dropmysite by Dropsuite they used scripts to backup some important websites, but it wasn't a "safe" and "scalable" solution. Besides, as the number and the size of the websites increased, they had to look for a more scalable and reliable solution.

## Why Dropmysite

*"We tried CodeGuard but preferred to work with Dropsuite because of the flexible plans and we felt that Dropsuite was more partner oriented than others", says Marcelo. "Another reason to choose Dropmysite was that it was a SaaS solution with automated incremental cloud backup. The white label feature was a great plus. Dropmysite wasn't available in Portuguese, but we worked with them to translate the user interface into Portuguese and localize it for our market."*

## How Dropmysite Helped

Cipnet found that the most attractive aspect while working with Dropmysite was the ease of use of the platform and the responsiveness of the Dropmysite team.

From an operations point of view Cipnet got the cost savings by opting for an offsite solution which was scalable based on their own needs.

From a customer support point of view their customers got the peace of mind regarding the website backups.

From a marketing/sales point of view Cipnet got a better perception from their customers regarding their company, since they can offer high quality backup services to them.

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*It (Dropmysite) absolutely saved us time. There were support cost savings as now we do not have to spend a lot of resources in getting a website back online for a customer. We also saw cost savings by not having to maintain an onsite backup. We saw better customer experience as it provided the peace of mind of knowing that your website is being backed up”.*

**Marcelo Ayala, Director of Cipnet.**