Dropsuite

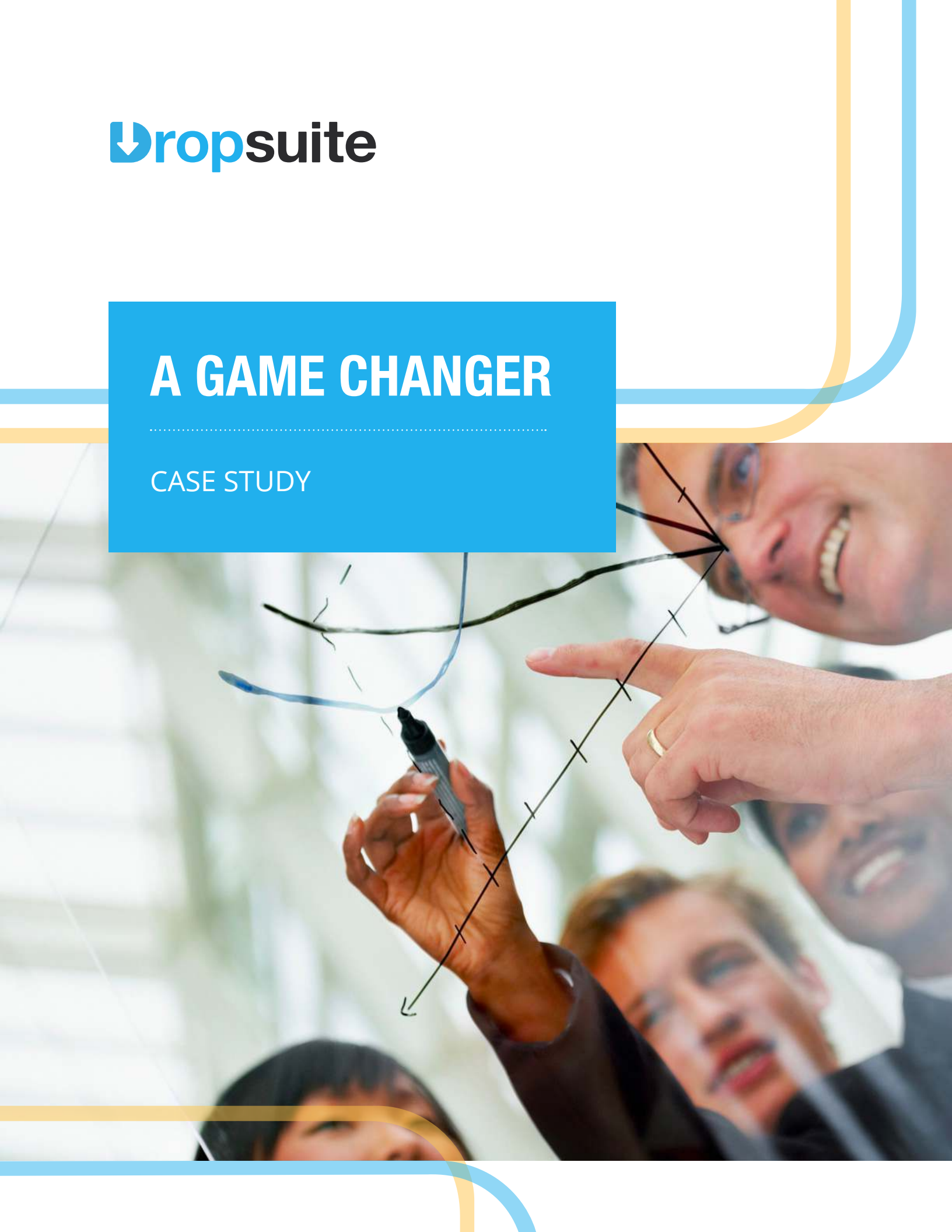# A GAME CHANGER

CASE STUDY

"Dropsuite's efficient data backup services allowed us to spend less money on hardware infrastructure upgrades - money now spend on implementation and other upgrades"

Gerasimos Perentidis
CEO of Europlanet

About Europlanet

How did Europlanet reduce its costs and increase profits while boosting customer happiness? Read how Dropsuite worked with this popular European Internet service provider to overcome burdensome customer support challenges by rolling out an innovative backup solution that was a real game changer to their business.

Be Confident Your Data Is Secure

Europlanet was the first official domain name registrar and is the most popular Internet service provider in Greece. They have evolved into a modern integrated company providing web/data hosting, domain name registration and world wide telephony VoIP.

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

We had a chance to speak to Gerasimos Perentidis, CEO of Europlanet to find out why he decided to offer Dropsuite's website backup services to his customers in Greece.

Executive Summary

Dropsuite launched its premium website and database backup service, Dropsuite, with Europlanet in July, 2015. The service was offered to all Europlanet's customers in Greek and was integrated into their control panel via REST APIs. Europlanet customers are now able to backup and restore seven previous versions websites and databases directly from their control panel. They can choose to restore their entire website or just a single file from any of these seven backup versions with just a click of a button within their control panel. After just two months from launch, Europlanet started realizing cost savings from not having to manage and maintain their own backup servers. These savings turned into higher profits for the company and greater customer satisfaction.

Challenges

The biggest challenge faced by Europlanet before integrating and offering Dropsuite by Dropsuite was the constant need to upgrade hardware resources and disk capacities. Europlanet wanted to let their users take charge of their own backup along with restore capabilities without causing support nightmares. On the other hand, customers did not wish to pay extra money for additional backup space which was already a part of their web hosting plan. Europlanet was forced to constantly upgrade their infrastructure in order to satisfy their customers. This increased their monthly expenditures and reduced their gross profit margins.

Why Dropsuite

Europlanet offered ODIN's Plesk backup/restore solutions to its customers, but due to technical problems, they stopped using it. "For Plesk backup the use of resources was extremely high", says Gerasimos. Europlanet also considered offering Arconis backup but they realized that Acronis had a complex user interface and was difficult to use at the end user level.

How Dropsuite Helped

Improved product portfolio

Europlanet created a standalone web package called "Easy Backup" and made it available to any user regardless of their hosting provider, thereby improving their overall product offering.

Increased revenue and happy customers

Since the price of the "offsite" backup was now made affordable, many of Europlanet's customers were happy to pay the extra fee with no complaints. Customers also enjoyed all the new features offered — and they appreciated the importance of keeping seven backup versions of their data. Customers also liked being able to restore any single file with just one click from any of these seven backup versions.

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2019-02-15-V1