

# REVENUE ENGINE

A PROFITBLE SOLUTION FOR SERVICE PROVIDERS

## SUMMARY

Service providers operate in a fiercely competitive market where the use of identical technology and limited tools hampers their ability to differentiate and gain a competitive edge.

However, by adopting the Cristie Solution, service providers have successfully introduced a new competitive service featuring Cyber Recovery capabilities. This addition has been accomplished with minimal business risk, leading to substantial gross profit accumulation.

As one of our partners aptly expressed: with the assistance of Cristie, we have established a revenue engine, and all our sales efforts are now very focused on our new service.

# X5

more profitable

# 1:1

close to 1:1  
business models

# 1+1

stronger together

## ABOUT SERVICE PROVIDERS

Our experiences when assisting service providers across Europe are characterized by constant competition from other service providers. All service providers utilize the same technology, purchasing it through traditional distribution channels, which makes it challenging to offer additional value in such a highly competitive environment.

This case study presents an average experience of various service providers throughout Europe, without any specific dedications, and highlights how we provided assistance to them.

The typical solution implemented involved two backup systems: one providing enterprise-level protection and the other offering snapshot-based data protection. In the later system, a data retention period of 30 days was applied, while the enterprise solution allowed for longer data retention.

One notable observation is that their end-customers often believed that their data is recoverable regardless of the circumstances. This belief remains true for typical data protection scenarios. However, with the emergence of ransomware attacks, traditional solutions do not provide adequate protection for cyber recovery.

“The end customer believes that their data is recoverable, irrespective of the circumstances. However, it is important to note that data protection does not equate to Cyber Recovery.”

## THE CHALLENGE

We have identified three challenges:

1. Maintain competitiveness and increase market shares. In this scenario, a game-changing solution is necessary. But it must also be profitable, easy to implement, and have a clear and compelling sales narrative.
2. Introduce a new cyber recovery solution to current customers without altering the pricing for existing customers.
3. Implement a new cyber recovery solution without requiring substantial investments or extensive projects.

## THE SOLUTION

For Cristie, service providers are valued partners. In a partnership, we support each other through successes and failures. Together, we strive to win new customers and occasionally lose a customer. This forms the foundation of our approach.

We have introduced new solutions that minimize business risks for service providers. This is accomplished through three core services:

- **Cristie Care** – We believe in strength through unity. Cristie provides a highly certified team available to assist the service provider, providing our professional expertise and extensive experience in Backup-as-a-Service, DR-as-a-Service, and Cyber Recovery-as-a-Service. We handle the design, onboarding, basic installation, and provide ongoing advisory services, including L1/L2 support, L3 assistance, and serve as a reliable partner. All-included as well as pre-sales support.

- **Cristie Compliance Service** – We take care of all contractual compliance and license management, offering our partners a simplified Cristie End User License Agreement (EULA). This streamlines the entire process for the service provider.
- **Cristie OPEX Service** – With Cristie, there are no upfront investments, additional interest costs, or business risks. We offer an operational cost model for the solution, based on a monthly pay-per-use structure, with the option for discounts on committed volumes provided as a monthly subscription. If infrastructure is required, it is also provided as a monthly subscription.

This approach ensures that the cost of the solution aligns closely with the actual sales revenue generated by the service provider for their end-customers. As a result, the service provider can maintain profitability at all times. At growth, and at increase.

- **Choice of technology** - Depending on the situation, one or more technologies are required. We tailor our solutions accordingly, utilizing market-leading technologies from Rubrik®, AvePoint®, IBM®, and ExaGrid®, along with value-added software such as self-service portals, bare machine recovery solutions, restore tests, and more.

All technologies are installed either at the service providers data centers or at their customers data centers. The service provider manages all aspects of the customer relationship, including contracts, pricing, and management.

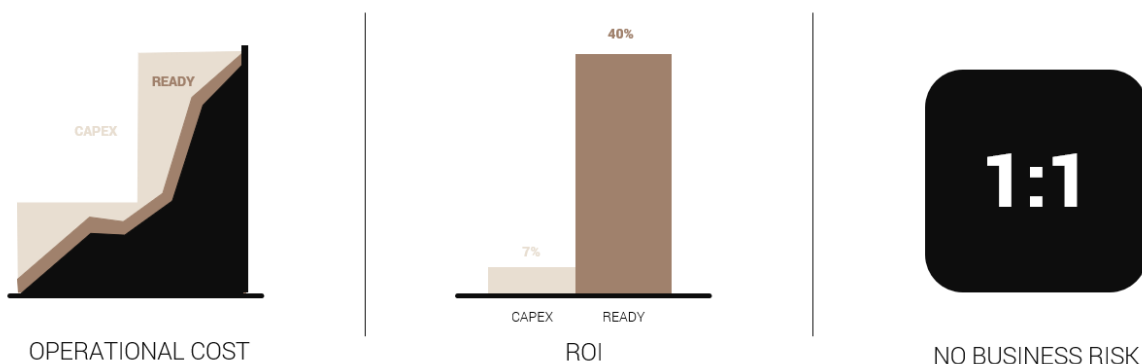


## THE RESULT

According to the three challenges:

1. We incorporate additional cyber recovery services into your service catalogue without the need to replace your existing offerings directly. We will support your sales team in initiating customer migration, acquiring new customers gradually, and facilitating a seamless transition and growth while minimizing business risks.

2. With the market-leading Zero Trust Data Security™ for cyber recovery provided by Rubrik®, we will ensure the utmost security of your data, safeguarding your customers and administrators. Our solution guarantees immutability and simplifies daily operations through highly scalable automation and multitenancy, offering the best possible data protection available today.



3. Finally, the most crucial aspect for service providers today: profitability!

With our solution, we offer you minimal business risk during the implementation of the new solution. Through the revenue model of pay-per-use, aligned with Cristie OPEX Service, we have observed tremendous growth in accumulated profit and return on investment (ROI) for service providers. In fact, while traditional investments yield a 7% ROI over three years, using the Cristie Solution with OPEX can achieve a remarkable 40% ROI. ...and this is ongoing, scaled at growth!

## ABOUT CRISTIE

Cristie specializes in data protection, focusing on restore, backup, and cyber recovery. We prioritize market-leading technologies and ensure the highest level of expertise through top certifications in all branded technologies.

Cristie was founded in 1969 and has remained true to our business model ever since. In 2019, Cristie was acquired by PEDAB Group, a 320M EUR organization, and we now collaborate across Europe to support service providers and enterprises in safeguarding their data.

## **CRISTIE**

[www.cristie.io](http://www.cristie.io)

Head Office:  
Kungsgatan 38  
111 35 Stockholm  
SWEDEN

[info@cristie.se](mailto:info@cristie.se)

+46 8-718 43 30

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