

Quantum.

## Amidata Transforms Its Data Protection Business with Backup and Storage Services Built on Quantum Solutions

Headquartered in Australia, Amidata is a managed service provider that delivers data protection services to a full range of businesses. By building a backup-as-a-service offering on Quantum DXi-Series backup appliances, the company can provide fast, reliable, and scalable services with competitive pricing. Meanwhile, Amidata continues to create new services using the Quantum StorNext platform and other Quantum solutions. Partnering with Quantum, Amidata has transformed its sales model and enhanced its strategy for competing with cloud providers.

More than a decade ago, Amidata's managing director, Michael Whelan, saw an important opportunity to improve data backup processes for businesses. At the time, many companies physically moved tapes to offsite locations and then had to physically retrieve those tapes to restore data. Whelan wanted to eliminate those manual tasks by providing data backup capabilities as a service. "I recognized that we could provide an alternative to that traditional, time-consuming tape-based process," says Whelan.

The company's first attempt at selecting a storage platform for the service led to some challenges. "We started with storage that was geared more toward disaster recovery than backup," says Whelan, "and it was very difficult to manage."

### CASE STUDY



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**Michael Whelan**  
Managing Director  
Amidata Limited

**FEATURED PRODUCTS**

- StorNext®**  
File System
- DXi®**  
Backup Appliances

The graphic consists of a blue and purple gradient arrow pointing right towards two product icons. The first icon is labeled "StorNext® File System" and shows a folder with a refresh symbol. The second icon is labeled "DXi® Backup Appliances" and shows a shield with a grid pattern.



## SOLUTION OVERVIEW

- Quantum StorNext® 7 File System
- Quantum DXi®-Series Backup Appliances

## KEY BENEFITS

**Built a robust backup-as-a-service offering** that provides fast, reliable service without adding management complexity.

**Gained the flexibility to support shifting requirements** using different technology architectures.

**Forged a key partnership for creating new services** based on Quantum solutions.

**Transitioned to a sustainable subscription model**, enabling the business to focus on developing new offerings.

“We’ve sold petabytes of storage on our StorNext environment—and we’ve only scratched the surface of what we can do with this platform.”

**Michael Whelan**

Managing Director, Amidata Limited

In searching for a new solution, reliability, performance, scalability, and streamlined management were all key requirements. But finding the right technology partner was also essential. “With some very large vendors, Amidata might not have been a top priority,” says Whelan.

### Building a Robust Backup-as-a-Service Offering with Quantum

As Amidata began exploring new storage platforms, a member of the team recommended Quantum. “We met with the Quantum team, and we were instantly engaged,” says Whelan. “We knew they would support our journey.”

To build the backup-as-a-service offering, the Amidata team selected Quantum

DXi-Series backup appliances. These appliances serve as the foundation for an Amidata offering that combines comprehensive backup with rigorous security and compliance plus 24/7 maintenance and support.

“When we describe our Quantum-based backup service, we tell our customers that we can provide fast storage that is scalable forever—all at a competitive price,” says Whelan.

### Going Beyond Typical Cloud Offerings with Managed Services

While many cloud providers provide low-cost infrastructure-as-a-service offerings, Amidata offers a fully managed service. “Many customers think that moving to

the cloud will eliminate the need for management—then they realize they still need services and support,” says Whelan. “If you subscribe to a Quantum-based service from us, you can count on a 24/7 help desk and have a team that can provide on-site support.”

Working with Amidata helps businesses fully realize the benefits of moving IT out of their on-premises data center. “We want to take the backup headache away from infrastructure managers,” says Whelan. “Instead of worrying about data protection, you can focus on your core business.”

### Gaining Long-Term Reliability

Using Quantum appliances for the backup service has helped Amidata concentrate on supporting customers rather than repairing systems. “We once had a customer that requested another solution for backup, so we installed it,” says Whelan. “But our engineers had to continually fix things. It was a real drain on our resources.

“The Quantum DXi appliance is a rock-solid solution—that’s why we keep going back to Quantum,” says Whelan. “The DXi systems we use for our backup-as-a-service offering just do their job, and we don’t have to think about them.”

### Adapting to Changing Customer Requirements

The typical configuration of the backup service has changed over the years, in part because the marketplace has become more competitive. “For some early clients, we would install a DXi in the client’s data center and another in ours. We would write data to the local DXi and then replicate it to our data center,” says Whelan.

Today, Amidata uses an even more efficient approach that helps bring pricing down. “We write data using Veeam Backup & Replication and then

send that data to our Amidata cloud,” says Whelan. “With Quantum, we have that flexibility to shift our architecture.”

### Launching Additional Services Based on Quantum

The backup service is not the only offering that Amidata has built with Quantum. “We probably use Quantum solutions about 10 different ways,” says Whelan. “For example, we have our own Dropbox-style solution powered by the StorNext File System. Clients can drop files into that environment easily.”

Amidata is also using StorNext for archive and unstructured data storage services that compete with public cloud offerings. “We purchased a large amount of disc space for the StorNext environment, and it’s just a perfect target for long-term storage and unstructured data,” says Whelan. “We’ve sold petabytes of storage on our StorNext environment—and we’ve only scratched the surface of what we can do with this platform.”

Today, the company is considering additional ways to stay ahead of rapidly multiplying public cloud offerings. “Competition with cloud companies has changed our strategy,” says Whelan. “We are now exploring ActiveScale™ object storage services for supporting unstructured data.”

Also, Amidata is exploring the addition of the CatDV Asset Management platform to make it simpler for customers to find and retrieve content stored in the StorNext environment.

### Expanding the Business with Quantum

The reliability of the Amidata backup service plus an increasing willingness by clients to use offsite services have driven significant growth for the company. “In the early days, our customers were reluctant to let go of their data—they

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**Michael Whelan**  
Managing Director  
Amidata Limited



wanted to keep data on premises. So we sold them hardware,” says Whelan. “Back then, our backup service accounted for about 10 percent of our revenue. Today most of our revenue is from our backup service. With Quantum, we’ve created a reliable service and customers recognize that they can trust us with their data.”

The success of the backup-as-a-service offering has helped Amidata establish a much more sustainable sales model. “When we were primarily selling hardware, we had to sell more and more boxes to succeed, all while trying to compete on price,” says Whelan. “The ‘as-a-service’ model provides recurring revenue that is much more sustainable. Our customers can avoid buying and managing hardware—and we can invest more time on developing new offerings.”

What’s next for Amidata? “Now we’re trying to take our business to the next level—we want to expand into a more global marketplace,” says Whelan. “By building new services on Quantum, we can reach new audiences around the world.”

#### ABOUT AMIDATA

Amidata Limited specializes in providing data protection services. The company helps ensure that clients’ valuable data resources are always secure, backed up, and performing at their best. Amidata offers consulting, solutions, and support through a utility-based pricing model. Clients can break free of resource constraints and gain the peace of mind that their data is fully protected.

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## Quantum

Quantum technology, software, and services provide the solutions that today’s organizations need to make video and other unstructured data smarter – so their data works for them and not the other way around. With over 40 years of innovation, Quantum’s end-to-end platform is uniquely equipped to orchestrate, protect, and enrich data across its lifecycle, providing enhanced intelligence and actionable insights. Leading organizations in cloud services, entertainment, government, research, education, transportation, and enterprise IT trust Quantum to bring their data to life, because data makes life better, safer, and smarter. Quantum is listed on Nasdaq (QMCO) and the Russell 2000® Index. For more information visit [www.quantum.com](http://www.quantum.com).

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