

Leading Mexican Service Delivery Provider OnCloud Achieves Triple Digit Growth Using Rubrik-as-a-Service to Expand into Enterprise Market



INDUSTRY

Service Delivery Partners

RESULTS

- Triple digit revenue growth from including Rubrik in end-to-end service portfolio
- Increased traction with enterprise customers
- Cost savings from operational simplicity and reduced training time
- Reduced RPO from 2 hours to 15 minutes
- Plug-and-play deployment in 20 minutes

THE CHALLENGE

- Management complexity and lack of scalability of legacy backup software
- Lengthy backup and recovery times

THE SOLUTION

- Rubrik-powered backup-as-a-Service for enterprise customers

OnCloud is a leading Mexican service delivery provider that started in 2014, out of Mexican companies' need to unlock the agility and scalability of using cloud infrastructure. With 120 customers in Mexico, OnCloud is dedicated to providing the highest quality cloud infrastructure for any industry, without significant time or financial investment. OnCloud simplifies the implementation and operation of cloud infrastructure to reflect the way businesses operate, guiding clients throughout the process and offering a unique service in the market.

OnCloud offers servers, virtual machines, backup and recovery, monitoring, data management, and security solutions. Through its deployment of Rubrik, OnCloud now offers an all-in-one IT management solution, leaving their customers to focus on their core business.

ONCLOUD ACHIEVES TRIPLE DIGIT GROWTH AND PROFITABILITY WITH END-TO-END SERVICE PORTFOLIO, POWERED BY RUBRIK

When OnCloud started business in 2014, they recognized that companies in Mexico needed help transitioning to cloud infrastructure. "We created this company to translate, not just the language, but cloud technology solutions for businesses here in Mexico," said Esteban Rey, Cloud Evangelist and CEO of OnCloud. "As we grew, we discovered that our customers didn't just need the servers and VMs from our private cloud, they wanted services as part of an all-in-one solution. We discovered that our customers needed, but did not know how to manage, backup and recovery. Rubrik offered the perfect solution through its simple product design and powerful performance."

In addition to contributing to revenue growth by rounding out the product offering, Rubrik also reduced cost through operational efficiency. OnCloud had been using legacy, complicated-to-manage backup solutions that required large time investments from the team to scale their backup jobs and keep up with their Service Level Agreements (SLAs). When they implemented Rubrik, they were able to hit their SLAs and easily scale with their customers, all while freeing up time to work on other projects. "The technology was so innovative that when I explained to the team the benefits of Rubrik, they didn't understand at first," said Rey. "When they started actually using the product, including features such as Live Mount, all of the technical team were floored. Now they can't imagine using anything but Rubrik. We bought Rubrik, installed it in the rack, and after 20 minutes, it was working."

ONCLOUD EXPANDS INTO ENTERPRISE MARKET WITH SCALABLE AND SECURE RUBRIK-AS-A-SERVICE OFFERING

Over the next five years, OnCloud plans to grow their enterprise business and expand into seven countries across the globe. With 120 small to mid-market customers on their private cloud, OnCloud is looking to grow by working with larger customers who have on-premises datacenters. Rubrik gives OnCloud a unique value proposition to win over these enterprise customers.

Enterprise customers need to comply with security requirements and value agility, and Rubrik's backup solution is tailored to address these needs. For security, Rubrik allows OnCloud's enterprise customers to encrypt application data both in-flight and at-rest to comply with industry regulations such as GDPR. With Rubrik's APIs and integration with popular VMware tools, OnCloud's enterprise customers can automate and scale SLAs across all of their virtualized workloads and instantly recover entire VMs within minutes. "We are looking to move into the enterprise market. Right now, Rubrik is the star product that we believe will draw in enterprises onto our platform," said Rey.

Other benefits include:

- **Operational Simplicity:** "One of the things that we love is the possibility to do everything by ourselves. If we need to spend money to hire an expert to help us, it's not for us. With Rubrik, you install it and that's it."
- **Live Mount and Near-Zero RTOs:** With the Live Mount feature, OnCloud was able to achieve near-zero RTOs. "Compared to our legacy solutions, our technical team can't imagine going back."

"It wasn't just the amazing technology alone that attracted me to Rubrik. I liked the philosophy of the company. It's a company that is very similar to us in how they focus on the future," said Rey.



"Rubrik enables us to offer everything in one package, so our customers don't need to build their own IT department. Rubrik is the star product to drive our global expansion into enterprises and continue our triple digit growth."

– **Esteban Rey**, Cloud Evangelist and CEO of OnCloud



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