



CASE STUDY

Dropsuite and Europlanet: A Win-Win Partnership

How Europlanet reduced costs, increased profit and customer happiness

Europlanet is the first official domain name registrar and the most popular Internet service provider in Greece since 1992. 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 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 Gerasimos Perentidis, CEO of Europlanet to find out why he decided to offer Dropmysite backup services to his customers in Greece.

“*We stopped receiving complaints from customers about the speed of the server while the backup/restore procedure was running. Everything is working perfect now. We receive only congratulations about the unique incremental feature and how easy is the way to manage the backups.*”

Gerasimos Perentidis,
CEO of Europlanet
Communication Informatics

Executive Summary

Dropsuite launched their premium website and database backup service Dropmysite with Europlanet in Greece 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 7 previous versions websites and databases directly from their control panel. They can choose to restore their entire website or even a single file from any of these 7 backup versions with just a click of a button from their control panel. Within months of the launch, Europlanet started seeing cost savings arising from not managing and maintaining their own backup servers. These savings turned into profits and higher customer satisfaction.

Challenges

The biggest challenge faced by Europlanet before integrating and offering Dropmysite 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 and problems to the web server. On the other hand, the customers did not wish to pay extra money for the extra backup space which is already a part of their web hosting space. So, Europlanet had to constantly upgrade their infrastructure in order to satisfy their customers. This increased their monthly expenditures and reduced their gross profit margins.

Why Dropmysite

Europlanet offered ODIN's Plesk backup/restore solutions 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 Dropmysite Helped

Reduced Support costs: After launching Dropmysite by Dropsuite, Europlanet stopped all the local backup procedures and provided a single independent backup service to their hosting customers. They were also able to offer Dropmysite backup as a standalone product to customers who had hosting services from other providers. This led to direct cost savings in terms of lower hardware cost, less frequent server upgrades and less manual intervention.

Improve 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 product offering.

Increased Revenue and happy customers: Since the price of the "offsite" backup was affordable, many of Europlanet's customers were happy to pay the fee with no complaints. Customers also like all the features and they appreciated the importance of keeping 7 backup versions of their data. Customers also liked the capability that they can now restore any single file with just one click from any of these 7 backup versions.

“ Dropsuite helped us to stop increasing our hardware infrastructure from time to time, every time we needed to support more clients on backup/restore procedures. This saved us a lot of money and a lot of time which we now spend on newer implementations and other upgrades.