ctera Cloud Storage, Enabled.

Israel's Largest Telco Protects SMB Data Using CTERA's All-in-One Cloud Storage Gateways

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Ishay Mastai, Director of Business Data, products and services, Bezeq

Highlights

▸ Telco delivers cloud-based data protection services to SMBs using managed cloud storage gateways

▸ Service is fully Bezeq-branded and delivered out of the Telco's cloud datacenter

▸ Includes automated local and cloud backups for servers, desktops and laptops

Company Background

Bezeq is Israel's leading telecommunications service provider, with an installed base of more than a million Internet subscribers. Established in 1984, the company has led Israel into the new era of communications, based on the most advanced technologies and services.

The Challenge

Bezeq's Business Division has a significant market share among Israel's SMBs, providing a variety of services many of which include CPE (customer premises equipment). With the establishment of a state-of-the-art datacenter for cloud services, the company was looking to expand its footprint and provide cloud-based data protection solutions that would leverage its investment in infrastructure and deliver added value to its customers.

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The CTERA Solution

The breakthrough 'Powered by CTERA' service, aimed at the small-to-mid-sized business (SMB) market, is a hybrid local and cloud backup solution combining the performance of local storage with secure and resilient cloud-based disaster recovery (DR). With this service, Bezeq targets businesses ranging from a few employees to hundreds of employees, replacing traditional solutions such as file servers and backup tapes. Customers can access their files and backups remotely using CTERA Portal, and restore anything from single files to entire disk images.

> *"We knew that business customers require something that's more robust and comprehensive than consumer cloud backup solutions, but at the same time it had to be easy to use and to demonstrate clear value to the customer at competitive prices."*
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> Ishay Mastai, Director of Business data products and Services, Bezeq

Ishay adds: "CTERA's approach of combining managed CPE with cloud services was a perfect fit for Bezeq: Quick to deploy, secure, and easy for an SMB customer to use. "The remote backup service is fully branded as "Bezeq Remote Backup for Business", and provided out of Bezeq's ultra-modern, underground cloud datacenter: a dedicated, state-of-the-art facility, with 24/7 security surveillance, fire prevention, auxiliary power, and additional safety measures.