Freedom Systems Inc. transforms ransomware protection with Veeam and grows revenue by up to 30% annually

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>
> — Hank Yu,
>   CEO, Freedom Systems Inc.

veeam
Competency Partner

Off-site Backup

The business challenge

Freedom Systems Inc. is Taiwan's first managed service provider (MSP). Over time, the company has become a strategic IT security consultant as well. Protecting customers' data from ransomware is a top priority.

Ransomware attacks are far too frequent. An independent research study of more than 3,000 organizations in 28 countries revealed that 76% of them had been attacked at least once in 2021, and only 64% of their data was recoverable.

"Every customer's goal is fast, reliable recovery to ensure business continuity, so they ask us to design and maintain their backup infrastructures," said Hank Yu, CEO at Freedom Systems Inc. "Our BaaS offering includes a cloud component to protect against ransomware, but the software powering off-site backup wasn't ideal. It required a separate platform for cloud backup, which meant our engineers had to manage two platforms for each customer. Backup became difficult and complex."

Yu said that wasn't the only challenge.

"We wanted more than just backup software — we wanted a technology partner to help us meet customers' data protection needs today and in the future. We also wanted training and certification so we'd always be on the cutting edge of backup technology, and we wanted technical support so we'd be able to solve any problem a customer might have. Our goal was to find a partner that provides best-in-class offerings to help us grow our business."

Industry

Technology

Company

FREEDOM SYSTEMS

Freedom Systems Inc. provides enterprises in Taiwan and Southeast Asia with customized solutions for managed backup, disaster recovery, data security, cloud integration and digital transformation. Founded in 2002 and headquartered in Taipei, Freedom Systems is a Gold Veeam Cloud & Service Provider (VCSP) partner and a recipient of the 2021 VCSP Growth Partner of the Year Award. In 2022, Freedom Systems was awarded the Veeam Customer Ready Competency for Off-site Backup.

The Veeam solution

Freedom Systems partnered with Veeam, became a VCSP and deployed Veeam® Backup & Replication™ to protect and manage all workloads.

"Customers want to know their MSP can keep their data safe and recover it fast," Yu said. "With Veeam on our side, we know we can deliver business continuity."

Veeam Cloud Connect (VCC), a component of Veeam Backup & Replication, provides safe, secure and efficient connectivity between customers and Freedom Systems. In fact, Yu said VCC is so efficient that backup speed often doubles, enabling customers to back up more frequently to meet recovery objectives.

To protect against ransomware, Veeam encrypts data as customers back up to AWS and Azure, and data stays encrypted in the cloud. Off-site backup not only provides a second disaster recovery site for customers, but it also supports their audit requirements. Yu said off-site backup also reduces their total cost of ownership by approximately 20% because they don't have to build, manage and maintain a separate backup infrastructure.

Another way Veeam supports Freedom Systems is through the VCSP Competency program. The program recognizes providers that meet the highest level of qualifications for providing Veeam-powered BaaS & DRaaS solutions, such as Freedom Systems' off-site backup. In addition, the program helps customers identify VCSP partners offering services that fit the exact needs of their business. The Find a Partner Directory helps them locate a VCSP in the country of their choice.

"Veeam helps us elevate our brand," Yu said. "We take advantage of every offering, from co-branding and co-selling opportunities to training and certification. Partnering with Veeam has helped grow our customer base by 25% and revenue by up to 30% annually."

Yu said Freedom Systems is working with Veeam on two new offerings: Disaster Recovery as a Service (DRaaS) and BaaS for Microsoft 365. The latter will help customers maintain access and control of their data as they transition from an on-prem environment to the cloud. It also provides a safety net for backups because Microsoft makes it clear that backup is not their responsibility. When Freedom Systems' customers embrace containerization, Veeam offers backup for Kubernetes environments too.

Challenge

Freedom Systems provides exactly what customers demand in the age of ransomware: powerful data protection, fast response times and zero data loss. Cloud backup is vital for ransomware resilience, so when the software powering Backup as a Service (BaaS) required a separate platform for cloud backup and added an unnecessary layer of complexity and difficulty, Freedom Systems opted for a single platform that efficiently backs up any workload anywhere.

Solution

- Veeam® Backup & Replication™
- Veeam Cloud Connect

Results

- Provides modern data protection to protect and manage all workloads
- Prevents ransomware by encrypting backups to AWS and Microsoft Azure
- Increases customer acquisition by 25% and revenue by up to 30% annually

The results

- **Provides modern data protection to protect and manage all workloads**

  "We wanted to partner with a company that offers innovative data protection capabilities to meet the needs of our customers today and in the future, and that's what Veeam delivers," Yu said.

- **Prevents ransomware by encrypting backups to AWS and Microsoft Azure**

  A secure backup is the last line of defense in a ransomware situation. Veeam helps Freedom Systems secure backups to ensure business continuity for customers.

- **Increases customer acquisition by 25% and revenue by up to 30% annually**

  Veeam helps Freedom Systems turn market opportunity into profit. "Being a VCSP adds value to our managed services because many of our customers already know and trust Veeam," Yu said.

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About Veeam Software

Veeam® is the leader in Modern Data Protection. The company provides backup, recovery and data management solutions through a single platform for Cloud, Virtual, Physical, SaaS and Kubernetes environments. Veeam customers are confident their apps and data are protected from ransomware, disaster and harmful actors and always available with the most simple, flexible, reliable and powerful platform in the industry. Veeam protects 400,000+ customers worldwide, including 81% of the Fortune 500 and 72% of the Global 2,000. Headquartered in Columbus, Ohio, with offices in more than 30 countries, Veeam's global ecosystem includes 35,000+ technology partners, resellers and service providers and alliance partners. To learn more, visit www.veeam.com, or follow Veeam on LinkedIn @veeam-software and Twitter @veeam.