



CUSTOMER CASE STUDY: Beeks Financial Cloud

KEY FACTS



Company:

Beeks Financial Cloud

Industry:

Institutional capital markets

Location:

Worldwide

Number of VMs:

Approx. 7,000

Hypervisor: VMware

Contact:

beeksfinancialcloud.com

Interviewee:



Markus Seywald,
Head of Virtualization

ALTARO VM BACKUP IN THE FINANCIAL INDUSTRY

Beeks Financial Cloud, a leading global hosting company with ~7,000 virtual machines (VMs) under management, makes a saving of more than 80% on its data stored globally, thanks to the exceptional augmented deduplication technology in Altaro VM Backup.

Most days, core infrastructure items can be depended upon to go according to plan in any business – but it is when things go wrong that you find out who you can truly rely on, and it is essential to have a backup solution you can trust.

This is all the more important for a high-caliber international company like Beeks Financial Cloud, an award-winning UK-based low-latency service provider for institutional capital markets.

With nine data centres globally and low-latency connectivity between sites, Beeks Financial Cloud focuses on reducing barriers to entry and time to market for institutional clients trading forex/futures and equities. It is at the forefront in cryptocurrency hosting via connectivity to Gemini Exchange in New York, a US digital asset exchange for transactions in Bitcoin (BTC) and Ethereum (ETH) as well as in US dollars (USD).

Established in 2011, the company's head office and Network Operations Centre are in the UK, with a team engaged across the UK, US, Austria, Indonesia and Japan.

Beeks operates to exacting standards as it provides institutions with bare metal cloud infrastructure and connectivity in the data centres that matter for financial markets, with 100% of its revenue and focus around capital markets clients and consumers. It currently has nearly 7,000 VMs across its locations.

A SOLUTION FOR A FAST-GROWING INFRASTRUCTURE

The company had spent considerable time looking for the right VM backup, restore and disaster recovery product to meet its needs. Due to its highly dynamic infrastructure activities and with thousands of virtual machines (VMs) to back up, Beeks wanted a solution that provides enterprise features and fast reliable support for its VMware environment “and this without breaking the bank”.

Additionally, the selected solution would need to scale up due to Beeks’ continually expanding infrastructure, and it had to provide an API.

AND THE WINNER IS...

“We used and analyzed several products, and none of them were able to fit our requirements,” says Markus Seywald, Head of Virtualization at Beeks. None, that is, until they found Altaro VM Backup.

“Price, management, features and support are key points for us. Most applications cover downtime risks, data loss and optimizations for saving time and money. But for us, Altaro was the clear winner, as they also provide an API and an excellent support team for a low price that is based on servers instead of sockets.”

TECHNICAL SUPPORT YOU CAN BANK ON

The Beeks team is satisfied with its choice, especially thanks to the sterling support provided by Altaro.

“Altaro provides very customer-friendly support. When we had issues or individual challenges, the Altaro team was quick to help us and worked on a solution. They avoided lip service and standard phrases, and focused on the issue. This is important for us, as we think the best application is only half as good if the support team behind it is unwilling or unable to help.”

CONTINUED RETURN ON INVESTMENT

Thanks to Altaro VM Backup’s augmented deduplication, Beeks enjoys savings of 81.25% on data storage.

ABOUT BEEKS FINANCIAL CLOUD

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ABOUT ALTARO

Altaro is a fast-growing developer of easy-to-use and affordable backup solutions for small and mid-market businesses, featuring enterprise-class features and functionality and specializing in backup for virtualized environments. The company has grown rapidly over the years with the flagship solution Altaro VM Backup, which gained traction as the natural choice for Hyper-V and VMware data recovery.

DOWNLOAD YOUR 30-DAY TRIAL HERE: www.altaro.com/download

ALTARO

T (UK): +44 (0) 203 397 6280 | **T (US):** +1 (919) 251 6279
E: info@altaro.com | **www.altaro.com**



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