Atea is a leading cloud provider in Northern Europe and is known for their close customer relationships, broad IT portfolio, sustainability values, and creative approach to enabling customer goals. Atea recognized customer interest in moving application continuity services to the cloud and the opportunity to begin more customer cloud journeys with this kind of a service. Learn how they made disaster recovery as a service (DRaaS) a key focus and driver of their cloud story in Sweden.

Atea’s VMware-based cloud platform was easily extensible to VMware’s new DRaaS solution as they use the same vCloud Director base. Customers looking for an easy first step to the cloud would be able to move their disaster recovery solution to Atea’s cloud and grow into more cloud services. Educating customers on the importance of a disaster recovery solution – making the risk profile very real – and focusing the field on landing this new message with a bang – were critical to finding quick success.

Atea’s approach

Atea’s history as a leading cloud provider, with many close connections to customers through local Atea field sellers throughout Sweden, provided a strong base to reach out to customers with whom they had regular contact. As well, Atea held regular events with CIOs from across the country to discuss strategic agendas. These forums to stay close to the customer helped Atea design an offer and a story to drive fast traction with customers.

While technically Atea’s DRaaS solution is a part of their existing IaaS platform, they created a simple, standalone DRaaS offer for customers to make it easy to get started. The simple pricing and packaging includes:

- An ongoing cost based on usage - per VM and per GB
- An variable cost in case of disaster recovery instances – CPU, RAM, and per GB (data transfer)

This familiar model makes it easy for customers and for the field to understand and sell the solution.

Atea Drives new Disaster Recovery as a Service Business

Broad Market Outreach for a Simple Offer that Easily Grows into More Cloud Services

Getting a Fast Start with DRaaS

Atea’s ramp to setting up their DRaaS solution was fast, as they already used vCloud Director to manage their VMware-based IaaS environment and vCloud Availability integrates directly with vCloud Director.
Broad customer outreach with a compelling story

Atea’s product management and marketing teams invested significantly in building and promoting DRaaS as a part of their customer cloud journey. Using firemen as a metaphor, they developed a storyline explaining that given the increase in incidents, being ready for any type of disaster – whether manmade (from cyber criminals or user error) or natural (extreme weather conditions) – is about to become a hygiene factor.

Evangelizing the story broadly, they got the word out through

- SEO (search engine optimization)
- Focused campaign at their CIO bootcamp
- Customer webinars unique to the customer segment (medium, large, etc.)
- Digital campaigns
- Live events

The integrated marketing approach provided broad air cover to the field to engage with customers.

Making DRaaS a company priority

Field organizations are often expected to sell a broad range of solutions, yet realistically in order for a new, unfamiliar solution to get focus, it needs to become a key company priority. Atea set DRaaS as one of three top company priorities for the launch year in order to ensure it received the attention from field sellers that would set it on the right path to success.

Atea supported that priority through repeated opportunities for training and for the field to engage and learn more. As well, the lead product manager ensured the solution was visible and drove personal accountability with key field team members. With webinars to train over 300 salespeople and a major focus at saleskickoff, Atea has sales plays for new customers interested in DRaaS only as well as those who are connecting DRaaS to IaaS investments.

Success

Today, with a focus on helping customers take an easy initial step to the cloud, Atea Sweden is far down the path to establishing a new DRaaS business. With several initial customers deployed and a pipeline across large enterprise customers through mid market and smaller organizations, their DRaaS offer has broad appeal as both a first step to the cloud as well as a next-step for customers already working with Atea for their cloud platform.