UBX Cloud and Veeam Service Provider Console Transform a Double-Encryption Ransomware Attack

UBX **CLOUD**

Company

UBX Cloud, a global cloud service provider, solves business challenges for channel partners and customers through personalized services. UBX Cloud is a Platinum **VCSP** partner and a recipient of consecutive Best Endpoint Reselling Partner of the Year Awards.

Solution

- **Veeam Data Platform**
- **Veeam Backup *for Microsoft 365***
- **Veeam Service Provider Console**
- **Veeam Cloud Connect**

Industry

Technology

Region

North America

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Steven Panovski
President and CEO
UBX Cloud

Challenge

As ransomware attacks become more frequent, sophisticated, and complex, managed service providers face the formidable challenge of helping their customers recover data quickly and securely to maintain business continuity. By partnering with Veeam, UBX Cloud not only overcame that challenge but also earned hero status.

Results:

- Delivers secure, scalable backup, and radical resilience for any workload anywhere

- Confronts, contains, and conquers ransomware via deep visibility into backup security

- Reduces endpoint onboarding time by 75% and grows revenue by 37% in two years

The Business Challenges

UBX Cloud was one of the first cloud service providers to partner with Veeam® and offer simple, affordable, secure, and scalable solutions for Backup as a Service and Disaster Recovery as a Service.

"We chose Veeam more than a decade ago because we faced the same challenge every managed service provider faces: find the Swiss army knife of data protection," said Steven Panovski, President and CEO at UBX Cloud. "We found it in Veeam, and we've stayed with Veeam because innovation is ongoing. Veeam Service Provider Console is a good example."

Veeam Service Provider Console simplifies and centralizes management and monitoring of every virtual, physical, and cloud workload — on-premises, at remote endpoints and in Microsoft 365, AWS, Microsoft Azure, and Google Cloud. It also searches for workloads that aren't being backed up to ensure all data is protected.

"We're a managed service provider, so we know efficiency matters, and that's what Veeam Service Provider Console does best," Panovski said. "One of the biggest benefits for our channel partners is they can offer fully managed services while also giving their customers as much control over data as they want. Customers can restore their own files, pull their own reports and activate

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failover — or the managed service provider can take care of everything. Veeam Service Provider Console, together with Veeam Cloud Connect, provides complete visibility into every backup, which is critical before, during, and after a ransomware attack."

One of UBX's customers, a company renowned for world-class construction services, was hit with double-encryption ransomware on Christmas Eve. Every system went down, leaving the company unable to do business and deeply concerned that customer data and decades' worth of intellectual property were gone.

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Sixteen companies in the construction industry were hit with the same ransomware, but UBX's customer was the only one to recover all data (18TB) without paying the ransom.

"If the other companies had been our customers we could have stuck it to the bad guys in a big way," Panovski said.

The Veeam Solution

UBX Cloud and Veeam deliver secure, scalable backup and radical cyber resilience for any workload anywhere. Here's how: Veeam Cloud Connect provides an encrypted connection for backup and replication to UBX's cloud or a channel partner's cloud, which not only enables managed backup, off-site backup and Disaster Recovery as a Service, but also accelerates these offerings. Next, Veeam Service Provider Console lets channel partners monitor and manage their customers' workloads from a centralized user interface, giving them full visibility into the health and security of backups to confront, contain, and conquer ransomware.

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Improving business outcomes for channel partners and customers is a top priority for UBX Cloud, and Veeam does its part to support that priority.

"Veeam Service Provider Console delivers data protection faster and easier than anything on the market, while also saving time and money," Panovski said. "Our channel partners can create, install, revoke, and automatically update license keys, and they can onboard new customers in record time, which means they can realize revenue faster."

UBX Cloud also reduced onboarding time and realized revenue faster with Veeam Service Provider Console. Endpoint onboarding time decreased by 75%, leading to a 37% increase in revenue over two years.

> **❝** We're able to grow the business considerably because of a super-short sales cycle and fast deployment. I feel like the sky's the limit with Veeam Service Provider Console as far as revenue increases for us and our channel partners. **❞**

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President and CEO
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The Results

Delivers secure, scalable backup and radical resilience for any workload anywhere

"When someone asks why I use Veeam Service Provider Console, I say, 'Why not? It's free and it makes life so much easier for us and our channel partners,'" Panovski said. "We can co-manage data with them or they can fully manage data. In turn, they can co-manage data with their customers or fully manage data. Everybody wins."

Confronts, contains and conquers ransomware via deep visibility into backup security

"The managing director of the construction company we helped survive the ransomware attack told us a sad but true story about his peers who went through the same attack," Panovski said. "While they spent days raising funds to pay ransom, he was running the company within a few hours."

Reduces endpoint onboarding time by 75% and grows revenue by 37% over two years

"Veeam Service Provider Console empowers us and our channel partners to protect every workload in the most efficient way possible," Panovski said. "That level of efficiency means everyone recognizes revenue faster, which enables everyone to take on more work and make more money."

About Veeam Software

Veeam®, the #1 global market leader in data protection and ransomware recovery, is on a mission to help every organization not just bounce back from a data outage or loss but bounce forward. With Veeam, organizations achieve radical resilience through data security, data recovery, and data freedom for their hybrid cloud. The Veeam Data Platform delivers a single solution for cloud, virtual, physical, SaaS, and Kubernetes environments that gives IT and security leaders peace of mind that their apps and data are protected and always available. Headquartered in Columbus, Ohio, with offices in more than 30 countries, Veeam protects over 450,000 customers worldwide, including 73% of the Global 2000, who trust Veeam to keep their businesses running. Radical resilience starts with Veeam. Learn more at **www.veeam.com** or follow Veeam on LinkedIn **@veeam-software** and X **@veeam**.

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