

Hosted PC Backup – Unlock New Revenue Streams



- Generate new revenue streams from existing customers
- Increase volumes with automation and self-service
- Bundle a hosted PC Backup offering with additional services demanded by subscribers

Executive Overview

For businesses of almost any description, a reliable data backup solution is critical. Similarly, given the widespread use of personal computers for storing downloaded music, digital photos, video and other forms of content, data backup has never been more important for home PC users. But while many large businesses have the financial and IT resources to put business continuity systems in place, for small and medium businesses and home PC users, this is not an option. Backing up data is largely a manual process, and this can be both costly and time-consuming.

These unprecedented market realities present service providers with a potentially lucrative new service offering: hosted PC Backup. By relieving customers of the burden of regular manual backups, providers can unlock valuable new revenue streams while helping to reduce customer churn. However, to deliver this service cost-effectively and at volumes that ensure profitability, an effective automated provisioning solution is essential.

Atreus SystemsTM, the Service Fulfillment Experts, delivers the solution with xAuthorityTM. xAuthority automates the provisioning of PC Backup services, whether hosted in-house or by a partner application service provider. With xAuthority, service providers improve their profitability by increasing take rates for PC Backup offerings, while reducing the operating costs associated with manual provisioning. By allowing providers to extend self-service and self-administration capabilities to customers, xAuthority reduces the cost to complete each PC Backup order and significantly improves customer satisfaction and loyalty.

The Atreus Hosted PC Backup Provisioning Solution

The xAuthority™ solution automates and streamlines the provisioning of hosted PC Backup and other advanced IP services, enabling providers to increase service revenue, lower operating costs and improve customer loyalty.

Increase Service Revenue

Atreus' comprehensive set of off-the-shelf creation, provisioning and activation capabilities for advanced IP applications, such as hosted PC Backup, empowers service providers to drive revenue growth and improve their bottom line. By decreasing the cost to process each customer order, the Atreus solution allows providers to maximize their revenue, even with modest service take rates.

Lower Operating Costs

Lower the training and labor costs associated with provisioning PC Backup offerings while improving time to delivery with xAuthority's template-based, step-by-step workflow approach to service provisioning. With Atreus, the configuration of PC Backup attributes can be automated for service provider personnel or can be selectively extended to customer administrators or end users.

Improve Brand Loyalty

xAuthority offers a self-service, single sign-on portal capability enabling providers to offer single-password authentication for their web applications. The Atreus branded portal drives continuous subscriber traffic, creating a low-cost vehicle for selling incremental hosted services such as PC Backup.

Market-Ready Service Library

Atreus' market-ready Service Library provides an extensive selection of advanced IP services that can be used out-of-the-box to create flexible and innovative service bundles. By bundling a hosted PC backup offering with other complementary services from the Atreus library—such as VoIP, connectivity, collaboration, and desktop services—providers can improve take rates, decrease customer churn, and increase profitability.

VoIP

Business VoIP
Residential VoIP
Wholesale VoIP

Connectivity

Internet Access
MPLS VPN
Remote Access VPN

Collaboration

Hosted Exchange
Unified Messaging
Conferencing

Desktop

PC Backup
Antivirus
Managed Firewall

xAuthority™ Features

- Customer self-provisioning of PC Backup users, groups and sites
- Dynamic bundling with controlled deployment
- Enable/disable hosted PC Backup user accounts
- Manage Moves/Adds/Changes
- On-line customer-initiated order changes
- Selectable PC Backup service levels

