TQUILA RELIES ON SAAS APP BACKUP FOR BORN-IN-THE-CLOUD BUSINESS MODEL

CUSTOMER PROFILE

tquila

ORGANIZATION

Tquila

ORGANIZATION SIZE

250 employees

INDUSTRY

Technology Consulting, Professional Services

PRODUCTS USED

Spanning Backup for Salesforce
Spanning Backup for Google Apps

Tquila is a London-based Salesforce Platinum Partner, helping global customers get the most from their investment in Salesforce, and realise a fast time-to value. By providing services that range from strategy, implementation and integration to mobile and custom app development and support, Tquila enables other businesses to transform the way they engage, and share information with their own customers, partners and employees.

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> Bashir Qaasim
> **DIRECTOR OF SALES & INSIGHT PRACTICE**

"Our business is founded on cloud. We eat, breathe, and sleep cloud," says Bashir Qaasim, Director of Sales and Insight Practice at London-based technology consultancy, Tquila. As a truly born-in-the-cloud organization, Tquila has been running its business on Google Apps and Salesforce since its inception in 2010. The now international company, with offices in Japan, India, and Australia, helps businesses fully harness the power of the Salesforce platform by aiding customers with strategy, implementation, integration, support, and custom apps.

WHY BACKUP AND RESTORE ARE CRITICAL TO CLOUD-BASED BUSINESS

Since Google Apps and Salesforce are both vital to the business and used by every member of the company, backup and recovery for data stored in these applications are a top priority for Tquila, according to Bashir Qaasim. "As a company grows, the likelihood of users accidentally deleting data in Google Apps and Salesforce increases. Spanning solves this problem by allowing us to restore data from any point in time."

Beyond user error, threats like hacking, malicious insiders, and sync errors can also cause data to disappear. And Qaasim knows this from experience: "We have experienced data loss in email before. Spanning provides the peace of mind that we will always be able to recover an old email, if needed."

FILLING GAPS IN BACKUP LEFT BY YOUR SAAS APPLICATIONS

Qaasim also cites the incompleteness of backup services provided by SaaS vendors as a reason to implement a solution like Spanning Backup. "Salesforce manual export solves the need for data export at a very basic level, but you quickly realize its limitations. The process is not only time-consuming, but has limited control. It also doesn't provide any method of restoring that data." And according to Qaasim, "the ability to restore data is of paramount importance." For maximum protection, accessibility, and control over data, a complete backup and restore solution is key.

To those who choose to forgo backup and recovery in spite of the risks, Qaasim cautions, "Good luck. It will cost you more in the end."

> "A backup and recovery strategy is essential for any company, small or large."
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A USER EXPERIENCE THAT MAKES SPANNING BACKUP BEST IN CLASS

Tquila entrusts their Google Apps and Salesforce data to Spanning Backup, not only because the solution provides reliable, daily, automated backup and accurate restore, but also because no other solution is as easy to use and understand.

One of Qaasim's favorite aspects of Spanning Backup for Salesforce is its in-app design, delivering powerful backup and restore functionality on a tab directly within the Salesforce application. "We work with tons of Salesforce AppExchange products every day, and consider Spanning's on-platform implementation to be one of the best we have ever seen. It's easily accessible within the application and provides a holistic view of your data backup."

Qaasim recommends both Spanning Backup for Google Apps and Spanning Backup for Salesforce, "because they have a class-leading user experience. There are several companies that provide backup functionality for Salesforce and Google Apps, but what sets Spanning apart is the ease of use and great user experience for restoring deleted data. It takes the steep learning curve out of getting your data back. Backups run in the background, and the solution just works. Spanning's user interface and user experience are miles ahead of the competition."

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ABOUT SPANNING BY EMC

Spanning, an EMC company and a leading provider of backup and recovery for SaaS applications, helps organizations to protect and manage their information in the cloud. We provide powerful, enterprise-class data protection for Google Apps, Salesforce, and Office 365. Spanning Backup is the most trusted cloud-to-cloud backup solution for thousands of companies and millions of users around the world. Try a 14-day trial by visiting spanning.com/start-free-trial.