



## **rhipe Extends SMB Data Protection as Backup365 ANZ distributor**

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APAC's leading Cloud Channel Company, rhipe (ASX: RHP), has been appointed as ANZ distributor for Backup365®. The Australian developed SaaS offering delivers effortless, automated and managed cloud data protection to the customers of managed service providers (MSPs).

The Backup365 agreement is key to rhipe's rapid ongoing expansion plans, providing a more comprehensive suite of solutions for businesses of all sizes, as customers adopt cloud based services such as Microsoft 365.

This distribution agreement follows recent rhipe announcements that detailed the combined financials of all three quarters of FY20 with 32 percent sales growth and 19 percent revenue growth compared to the first 9 months of FY19. The growth was fuelled by strong sales of Microsoft's cloud solution provider products. The Backup365 distributor agreement helps rhipe to continue to drive its cloud based services sales and revenue trends.

Tovia Va'aelua, rhipe General Manager ANZ, Products & Programs, said, "Backup365 is a unique offering to our ANZ channel community. This distribution agreement provides a complementary solution for SMB businesses that need to maintain cloud data backups while retaining accessibility of what is business critical data."

Andrew Johnson, Backup365 CEO said "rhipe, is a natural fit for us with its large channel community reach in Australia and New Zealand. We're both 100 percent Australian organisations solely dedicated to cloud solutions for MSPs and their customers with a growth strategy focused on the burgeoning Asian market."

Launched to the cloud market in 2017, the idea for Backup365 was sparked by seeing so many MSPs moving their SMB customers to cloud based services such as Microsoft 365, OneDrive, Xero, etc. Johnson said that end customers were unaware of the need to maintain backups, versioning, or life cycle management and accessibility to business data even though they had moved to the cloud.

"We saw a consistent message from service providers that though customer data and backup activities are the customers' responsibility, customers felt their data was safe 'in the cloud'. We wanted to bridge that gap for MSPs, with an easy to deploy, locally supported, cost-effective solution," said Johnson. "We've engineered a frictionless provisioning solution that ensures a painless experience for customer and partner whilst delivering peace of mind when it comes to data protection for the long term."

Cloud service providers such as Microsoft 365, Xero, SharePoint, OneDrive and other business clouds focus on ensuring uptime and access. Importantly, the backing up of cloud data is the responsibility of each individual organisation. With Backup365, an organisation's entire cloud data is backed up, searchable and retained as needed for business access and continuity.

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**About Backup365 Pty Ltd ([www.backup365.io](http://www.backup365.io))**

Founded in 2017, Backup365 Pty Ltd (**Backup365®**) was developed to assist Managed Service Providers ensure the safety and integrity of their customers' cloud based data in the Australian and New Zealand markets. Whilst the responsibility of cloud business providers is to ensure uptime and access for their customers; backing up cloud data remains the responsibility of each individual business. Backup365 ensures all an organisation's cloud data is backed up, searchable, undeletable and accessible forever.

**About rhipe ([www.rhipe.com](http://www.rhipe.com))**

rhipe, (ASK: RHP) is the cloud channel company. It provides its partners with a complete end to end cloud solution, helping them to grow and thrive in the emerging cloud economy. As a cloud 1st, Channel 1st company, rhipe is recognised as the leading expert in subscription software licensing in Asia Pacific and its multi-award-winning services and support division is the industry leader in Microsoft Office365 implementation.