



CITY OF BEND

## CASE STUDY



# City of Bend makes switch to 11:11, now 11:11 Systems, and Veeam for reliable, cost-effective cloud backup.

**SOLUTION:** BaaS, Insider Protection

### Client Profile

The City of Bend is located on the Deschutes River, in central Oregon, and is home to an estimated population of 90,000. Known for its breathtaking scenery and year-round access to outdoor activities, it has become a getaway destination for tourists interested in nature sports like mountain biking, fishing, white-water rafting, and skiing. The city's local government serves the community by focusing on core services such as public safety, utilities, economic, and community development.

### Time for a Change

When Matt Smith arrived as the city's new IT Network Administrator, he was tasked with upgrading its offsite backup strategy. The solution they were using—offered by one of the large hyperscaler cloud providers—had consistently failed to meet the city's needs. At times, it struggled to provide successful backups, all the while hampering the city with unmanageable ingress and egress fees. "We wanted to get away from our previous solution, so it was my job to implement that path forward," said Smith. "We had a lot of technical issues, backups that were unsuccessful, and it was pretty costly as well. It was definitely problematic. Those were two pretty significant motivating factors."

After seeking a partner recommendation and evaluating their options, Smith and his team landed on [11:11] Secure Cloud Backup for Veeam Cloud Connect to handle the offsite backup and archive for a majority of the city's applications and data. Integrated with Veeam®, the leader in backup, recovery and data management solutions that deliver Modern Data Protection, [11:11] Secure Cloud Backup provided a reliable safety net for a range of data loss events including malicious or accidental deletions, hardware failures, and cybercrime. "The three main factors we considered when evaluating new cloud backup solutions were integration with Veeam, which was particularly important, and then uptime and cost," said Smith. "It was such a relief once we finally made the transition to [11:11]. Now that the backups are in place, it's been pretty much hands off. I don't even think about it, which is kind of the best part of the service."

### CHALLENGES

- Need for more responsive backup vendor
- Reduce backup costs
- Enable secure and reliable access to data
- Constant threat of ransomware

### SOLUTIONS

- 11:11 Cloud Backup for Veeam Cloud Connect with Insider Protection

### BENEFITS

- Continuous data availability and uptime
- No hidden fees or upcharges
- Veeam compatible solution
- 11:11 Cloud Console ease of usability

### PROFILE

- Industry: State & Local Government

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“Just do it. 11:11 Cloud Backup for Veeam Cloud Connect is cost effective, easy to implement, and easy to use. The support we’ve received has been great. Any time we’ve needed help, we’ve gotten it and we can easily go to the console dashboard and see our system status. It’s a no-brainer, especially if we’re comparing it to our previous solution.”

**Matt Smith, IT Network Administrator at City of Bend**

### Combating the Rise in Cybercrime with [11:11] Insider Protection

If it feels like cybercrime is becoming more and more prevalent, that’s because it is. In part because of the COVID-19 pandemic and sudden increase in remote work, 2020 marked the worst year on record in terms of number of attacks and amount of data lost. State and local governments have become an increasingly attractive target for hackers with nearly 2,400 U.S.-based governments, health-care facilities, and schools falling victim to ransomware alone in 2020. Across the country, IT administrators like Smith are permanently on guard.

“Obviously, we’ve seen a steady barrage of cyberattacks in the news and that has us thinking. A lot of small cities, and the industrial control systems within those cities, have been targeted,” said Smith. “We’re very cognizant of what’s going on and we want to protect ourselves—[11:11] Secure Cloud Backup is just one of many ways we’re trying to do that.”

In addition to backup, Smith also utilizes [11:11] Insider Protection, which guards against internal and external threats including ransomware and malicious or accidental deletion. An exclusive service for those running Veeam Cloud Connect, Insider Protection automatically moves deleted files to an airgapped location that is not visible or accessible to the customer or available to public routing. These files are retained in this isolated location and can be saved and transferred back once ready to restore data. With Insider Protection, Smith has the confidence that his data is safe, available, and easy to restore quickly following a data loss event. “We needed to have a backup solution that could help us recover from an accidental deletion,” said Smith. “Azure didn’t provide features like that. You may assume they do, but they don’t, and expired data you might need later could be gone forever.”

### More Time, Less Hassle, and Peace of Mind with [11:11]

The City of Bend didn’t just save money by switching to [11:11], Smith and his team have also recouped another, perhaps equally critical, asset: time.

“In my experience, including places I’ve worked in the past, organizations can devote a huge amount of time to managing backups. It’s a day-to-day process. I don’t have any of that,” said Smith. “The combination of [11:11] and Veeam has worked out really great for us. Not having to think about our backups has given me more time and energy to address all the other tasks on our plate.”

With [11:11], Smith and his team also found unparalleled transparency via the [11:11] Cloud Console, which allows them to closely monitor and manage all their cloud resources effectively in terms of cost, performance, regulatory compliance, and support. He also lauded his [11:11] account representative and support staff. All things considered, Smith’s message is clear for any organization or government considering [11:11]: Just do it.

“Just do it. [11:11]’s backup solution is cost effective, easy to implement, and easy to use. The support we’ve received has been great. Any time we’ve needed help, we’ve gotten it and we can easily go to the console dashboard and see our system status,” said Smith. “It’s a no-brainer, especially if we’re comparing it to our previous solution.”

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