

Dropsuite teams with Atomia in platform partnership

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Australian cloud software platform provider Dropsuite is rolling out its suite of back-up products through a partnership with Sweden-based hosting and billing software company Atomia.

Under the partnership, the ASX-listed Dropsuite (ASX:DSE) will make its One-Click Website Data Continuity technical integration available to Atomia's 1.5 million small-to-medium business (SMB) end users.

Charif Elansari, chief executive of Dropsuite, says the software partnership will allow any SMB logged into the Atomia platform to activate website data back-up using One-Click Website Data Continuity by pressing a single red button featured prominently within the dashboard.

"Atomia offers end users a state of the art hosting experience, which Dropsuite can now be an integral part of," Elansari says.

"Website data back-up is one of those things that many SMBs erroneously think is already being protected. But when their website files are suddenly compromised, deleted, or lost due to human error, malware or a hack attack, a business can be severely impacted with days of downtime, lost sales, and hours of wasted time trying to restore old files – if they even have them.

"We are excited to work with Atomia to offer a super-simple way for SMBs to have a fully automated website and data file back-up solution in place with just one click."

Elansari says one of Atomia's first customers to roll out the new One-Click Data Continuity service is Norway-based web hosting company Serve The World, which provides services to more than 10,000 SMBs.

Magnus Hult, chief executive of Atomia, said: "Dropsuite's data backup solution is a fantastic addition to our hosting software.

"It's a deceptively simple problem to solve, so to have an easily deployed, automated back-up service in place is a great value-add to hosting companies and their customers. It is, as the saying goes, a win-win situation."

<http://www.itwire.com.au/strategy/76481-dropsuite-teams-with-atomia-in-platform-partnership.html>