

VERITAS™

SONDA®  
make it easy

# SUCCESS STORY

Data Center  
Protection across  
Latin America  
with SONDA



A SUCCESS STORY

# SONDA

Building a comprehensive platform for complex scenarios in data management.

The switch to Vertitas products has transformed the business model of the **region's largest service provider and integrator**, leading to greater transparency in cost management and a more reliable service delivery.



## Solutions:

NetBackup

Business Critical Services (BCS)

Access Appliance

NetBackup IT Analytics

## Key Challenges

- Using just one solid backup solution.
- Increasing the visibility of the client's workloads.
- Solving scalability and visibility problems.
- Reducing operating costs.
- Simplifying the routine of internal teams.

## Results:

- A faster and more flexible scalable operation.
- A simplified business model.
- Transparency in cost management.
- A holistic vision of the services provided.
- Client's improved SLAs.
- Elimination of contractual penalties.
- Reduction of operating costs.
- More reliable service delivery.

**SONDA**®  
make it easy

Webpage:  
[www.sonda.com](http://www.sonda.com)

Industry:  
IT Service Provider  
and Integrator

Headquarters:  
Santiago, Chile.

Area reached:  
Argentina, Brazil, Chile,  
Colombia, Costa Rica,  
Ecuador, Mexico, Panama,  
Peru, Uruguay and the U.S.

Employees:  
More than 13,000.

Clients:  
More than 5,000 corporate  
clients.





With over 45 years of experience, **SONDA** is the **leader in IT services and solutions in South America**, and the largest technology integrator in the region.

With more than **13,000 employees in 11 countries** and in more than **3,000 cities in the region**, SONDA has done its utmost to develop solutions to **support the business operations and processes** of the major markets and industry verticals, focusing on **adding value and innovation** to its customers.

Aiming at developing a long-term commitment with its clients, **SONDA** markets itself as a **multiple-brand integrator**, which allows it to provide **the best end-to-end technology solutions to its processes**, with the highest standards in the industry.

In 2015, SONDA started to **identify opportunities** to improve its services, operating with several backup tools, which increased costs for the customers, generated possible operating risks and required constant updates according to the customer's standards.

**Looking for a solution to increase its value in the market,**  
a synergetic partnership with Veritas was proposed.

The challenge of finding a **comprehensive solution** that would add value and transform SONDA's customers experience.

Veritas already had years of experience in the market and could help SONDA with its solutions. Gabriela Camacho, Country Manager of Veritas Chile, explains



*The company's solutions are very easy to implement, based on flexible services. This was directly in line with what SONDA needed at the time."*

For starters, the company contracted NetBackup, a backup and data recovery solution, that proved to be more reliable and comprehensive than the solutions used before.

According to Roberto Maino, SONDA's Business Development Director involved in the project, NetBackup allowed the company to have an overview, in a centralized console, of its own internal consumption and also of the individual consumption of its customers.



*Having access to a multi-tenant solution has helped us to understand the growing demands of our customers, which we were no longer able to do with previous solutions. Therefore, it had a direct impact on our income by making billing for these services easier."*

**Roberto said.**

Access Appliance was contracted to complement the performance of NetBackup, acting directly against ransomware threats with a highly flexible and scalable software defined storage. This solution had the purpose of making it easier to determine which information belonged to each client, a true data orchestration, making recovery faster if necessary.

Roberto explained that clients are afraid of talking about ransomware, when the focus should actually be on protecting data and being prepared to avoid an attack.



*Companies should focus primarily on security. We are talking about ensuring business continuation, access to information, and the fastest recovery possible, as much as we don't want to be in that situation."*

Together with Veritas, SONDA is ready to act during the whole life cycle of the ransomware threat, including the steps of identification, protection, detection, response and recovery. Thus, customer's data is protected and business continuation is assured in case of an attack.

To complement these solutions and further improve the client's experience, Business Critical Services (BCS) was contracted around the same time, to include premium technical support specialists to propose improvements to the backup platform and to provide support on complex incidents on it.

Customer demands continued to evolve and became more comprehensive and complex to the point that SONDA took the next step for the benefit of its customers and contracted NetBackup IT Analytics, which entered into the implementation stage at the end of 2021.

The goal now is to fine-tune the analysis indicators to add value to the services provided, identifying anomalies in the use of information to act predictively when facing possible attacks.

NetBackup IT Analytics will provide SONDA with a faster service and management indicators to improve automated customer report with compliance with the SLAs specified in the contract, reducing the workload of the internal team.



*Today, our solutions are completely flexible to meet the challenges of our internal and external customers in a contract model as a service. For this, we can adapt to on-premise or cloud environments, depending on the client's needs, based on Veritas solutions,"*

**Roberto highlighted.**



**As Gabriela explains,**

*We are aware of SONDA's innovative spirit and we want to help them provide high-quality services to their clients. We see that the two leading companies in their segments enable companies in all sectors to unlock the power of information."*

## Benefits to SONDA's stakeholders

The switch to Veritas products and services radically transformed the way SONDA managed its operations internally and the service to its clients. With a single complete solution, the company's offer has become much more comprehensive, satisfying the needs of its employees and customers.

From a business standpoint, SONDA now has more control over its customers, which translates into higher revenues, since NetBackup allows for centralized control. Contractual penalties also decreased as SLAs were more easily enforced.



*To give you an idea of the success of SONDA's partnership with Veritas, we can say that we have already increased 10 times what we have contracted since 2015. We managed to put our client at the center of the solution, using a more strategic approach to solve their challenges,"*

**Roberto said.**



*The big difference with SONDA is that they are our clients, but also our partners, as some of their offers are based on our products. So, after using our products, they are able to see the benefits and then offer them to their customers,"*

**Gabriela concludes.**



Customers served by joint ventures present complex data management challenges and require a greater understanding of their business. The experience that SONDA and Veritas have built together has led them to understand that the more complex their clients' needs are, the more they can adapt to them.



*When we think of Veritas, we think of a partner that has a market-leading solution that offers value for our money. We see a service provider that offers us the flexibility to build the solutions we need internally and for our clients, enabling us to manage our business more efficiently,"*

**Roberto concludes.**

**VERITAS™**

Copyright © 2021 Veritas Technologies LLC. All rights reserved. Veritas, the Veritas logo, and InfoScale are trademarks or registered trademarks of Veritas Technologies LLC or its affiliates in the United States and other countries. There may be other names that refer to the trademarks of their respective owners.