

Protecting remote workers and increasing margins with hardware-free backup that meets all SMB needs

Business Information Solutions adds x360Recover Direct-to-Cloud to their stack for fast, easy, and profitable endpoint protection.

When Phillip Long, CEO of Business Information Solutions (BIS) moved from StorageCraft backup to Axcient business continuity and disaster recovery (BCDR), he wanted modernized solutions from a single, standardized vendor. His decision was based on Axcient's chain-free backups, the ability to consolidate on one vendor for all backup use cases, and the confidence of knowing BIS can exceed client expectations. With Axcient, BIS is growing profits, signing new clients, earning a 64% margin on backup, and has decreased support tickets by 50%.

“Remote workers were the driving force for x360Recover Direct-to-Cloud. People have data literally all over the place in today's environment. We're trying to contain that. Being able to back up a whole laptop or desktop for remote users means that in a worst case scenario, we have the entirety of their data no matter where they are. Users can connect and work pretty much the same way they've been working no matter what.

– Phillip Long, CEO at Business Information Solutions

Balancing backup management, the remote workforce, and operational efficiency

A BIS client wanted his data not only in the cloud, but he also backed up to his location. Long understood, as he's always been wary of putting all your data and backups into the Microsoft 365 infrastructure. Fearful that the size of Microsoft 365 makes it an obvious target for cyber-attacks, Phillip says, “Anyone who understands risk can see that Microsoft going down is not a question of if, but when. As an entrepreneur and a business owner, having my eggs in a couple separate baskets – having my portfolio spread into different areas is important.” At the same time, Long is conscious of the consequences of vendor sprawl – something he says can take months, if not years to undo.

BIS needed to meet the disparate needs of their 146 clients, without drowning in vendor management costs and legacy solution limitations. Long sought a single backup vendor that could simplify management operations and deliver secure technology that evolves with the digital transformation – specifically the remote workforce. Long explains the essence of BIS, “We're trying to make business owners see technology as an asset, not a liability. It should be fuel for a business to help it grow.”

THE PROBLEM:

- Remote endpoints make it harder to ensure backup integrity and restore data instantly.
- Single source data and backup storage is a security risk in the event of a cyber-attack.
- Vendor sprawl costs MSPs time, money, and resources, while reducing client support.

THE SOLUTION:

- Chain-free, hardware-free, image-based backup solutions designed to enable remote users and prevent downtime.
- Third-party backup solutions with unlimited storage and retention separate data from backups for guaranteed restore.
- Standardization allows techs and support team to become solution experts for quick, high quality service.

THE RESULTS:

- Grew profits by saving significant time, resources, and costs with all-in-one backup solution.
- Gained new clients with unique BCDR and data security features the competition can't offer.
- Achieved over a 60% margin on backup solutions and reduced ticket counts by 50%.

Delivering comprehensive BCDR with both MSP and SMB benefits

BIS standardized their backup stack on Axcient's three solutions – x360Recover Direct-to-Cloud for BCDR, x360Cloud for Microsoft 365 and Google Workspace backup, and x360Sync for secure file sync and share. With a unified experience for onboarding, training, tech certification, support, and billing – all under the multi-tenant x360 portal – vendor management is made simple. Rather than dealing with multiple vendors for varying backup environments, BIS takes full advantage of x360Recover's flexibility – a single solution with Direct-to-Cloud for endpoint backup, public and private cloud backup, hardware-free BDR, and turn-key BDR. Now, BIS can deliver on a client's request for both cloud and on-prem backup, as well as any other custom backup configuration.

Long values x360Recover Direct-to-Cloud for its flexibility to store and backup data in multiple locations, as well as its functionality. He highlights chain-free, image-based backups that have eliminated time-consuming reseeds, automatic verification of backups with AutoVerify, near-instant virtualization with Virtual Office for lost, stolen, or destroyed devices, and automated Runbooks. With automatic and consistent product updates and upgrades, Axcient is constantly evolving and adding new functionality to address the burdens faced by MSPs and their clients.

Importantly, x360Recover Direct-to-Cloud also gives Long an alternative to having both data and backups all stored in Microsoft's 'basket' – which has given him a unique edge in the market. "Competitors tell clients, 'I've got your server and your workstation in Azure, and I've got your backup there too.' I come in and say, 'I think you ought to have your backup somewhere else and we can connect to it from another location.' It's a conversation that we can have that the other guys can't. I leverage that advantage and I win business that way." Phil continues, "Business owners today are very in tune with the cost of downtime. It comes down to, 'how long would it take you to get up to 100%? And how long would it be since your last backup.'" x360Recover Direct-to-Cloud clearly answers those questions, making it an easy sell for BIS.

“ 100% of our clients are on Axcient. We don't have another backup solution, and it was the smartest thing I've ever done. My labor costs are down significantly, my team has been able to gain a depth of knowledge because it's just one vendor, and the products continue to get better.

– Phillip Long, CEO at Business Information Solutions

x360Recover Direct-to-Cloud proves easy and profitable for BIS

Today, BIS enjoys an over 60% margin on their Axcient backup solutions. Standardization has contributed to profit growth by reducing time previously spent manually reseeding and verifying backups, managing multiple vendors, navigating legacy tools, and responding to support tickets. In fact, Long estimates that overall ticket counts for backup are down 50% with Axcient. Technicians and the support team have been able to master Axcient's backup processes for quick recovery and client responses with elevated expertise.

In addition to cost savings, a competitive edge with new and existing clients, healthy margins, and profit growth, x360Recover Direct-to-Cloud provides Phillip, BIS, and their clients with security. Long says, "I'm a lot more confident that we're able to restore clients back to their environment at a very fast pace and meet client's expectations."

“ x360Recover Direct-to-Cloud is easy to set up, it's easy to deploy, it's easy to recover, it's easy to manage, and overall, it just flat works.

– Phillip Long, CEO at Business Information Solutions

ABOUT AXCIENT:

Axcient is an award-winning leader in business continuity and disaster recovery for Managed Service Providers (MSPs). Axcient x360 provides one platform for MSPs to Protect Everything™, and includes BCDR, Microsoft 365 and Google Workspace backup, and secure sync and share. Trusted by more than 3,000 MSP partners worldwide, Axcient protects business data and continuity in the event of security breaches, human error, and natural disasters.

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