

Reliable BDR, Support, and Simple Pricing Enables Cinch I.T. to Charge Less While Increasing Revenue

Cinch I.T. saves clients 46% on average, making 17-38% profit margins with x360Recover for backup, disaster recovery and business continuity.

Seeking Effective Backup

Cinch I.T. was founded in 2004 and launched a franchise model in 2019. Despite an already broad toolbox of solutions, Steve Lettery, Director of Business Development at Cinch I.T. says they were struggling to find an additional business continuity and disaster recovery (BCDR) solution to provide to their clients. "A big issue we were facing was reliability. We were getting multiple tickets about failed backups and server snapshots. While also the COVID-19 pandemic caused the need for a new cost effective business continuity plan."

“ By bringing on Axcient, we were able to save our clients up to 46% on BCDR costs by switching them to x360Recover, and this was a huge win due to the COVID-19 pandemic, every penny counted to our clients. As for our franchisees, They are making profit margins between 17% and up to 38%.

– Steve Lettery, Director of Business Development at Cinch I.T.

Needing a vendor who was both committed to supporting MSPs and providing BCDR technology that they could count on, Cinch I.T. began vetting Axcient as their new solution. With a rapidly expanding remote workforce, cost-sensitive clients facing an unknown future, and the criticality of data protection, Cinch I.T. wanted a comprehensive solution from an MSP-only provider. They needed to not only grow their own business but provide stability to clients.

BCDR with Scalable Pricing, Reliable Backups, and MSP-specific Support

Cinch I.T. added Axcient to their franchisee stack in 2020. Steve says they chose Axcient based on cost efficiency, reliability, and support. "One of the biggest reasons was the fixed monthly rate and having infinite backup storage. Seeing demos of how the software worked, testing it out ourselves during the trial, and then working with Axcient's support team during on-boarding, hand-in-hand, it was huge for us." As a 100% channel-only solutions provider, Axcient is committed to working directly with partners for collaborative success.

x360Recover gives Cinch I.T. comprehensive BCDR to protect critical endpoints with Chain-Free backups, AirGap protection against ransomware, self-managed disaster recovery, and automated capabilities for simple backup management. Steve says, "We provide vendor management so to be able to work with Axcient with the great level of support was a massive sell for us. Reliability and support were definitely important, but

THE PROBLEM:

- Unreliable BDR solutions require expensive and time-consuming maintenance and extra support.
- Pooled storage, inflexible pricing, and confusing backup tiers limit scalability.
- Solution vendors focused on their own growth fail to work with MSPs for mutual profit growth.

THE SOLUTION:

- Comprehensive BCDR provides automatic tools and updates to keep management simple.
- Pooled storage and simple flat-fee pricing enable partners and their clients to forecast savings long-term.
- MSP-centric solution providers collaborate with MSPs to find cost-cutting solutions for clients.

THE RESULTS:

- Reduced BDR support tickets and associated labor hours to a fraction of the previous year
- 17-38% growth in profit margins with simple, scalable pricing.
- Saved clients an average of 46% on backup while maintaining their profit margin.

“BCDR has become a critical aspect of business, but we still approach our clients trying to save them as much money as possible. With Axcient, we have a dependable business continuity solution that ends with our client saving money, while we still make recurring monthly profits – it feels good to be able to do that. It’s a win-win situation.

– Steve Lettery, Director of Business Development at Cinch I.T.

also our go-to-market strategy. It’s easy to talk to a client and say, ‘you have five virtual machines; it’s going to cost this much per month.’ The fixed monthly rate of having infinite storage is very easy for us to explain and to sell.”

x360Recover Boosts Margins While Saving Clients Cash

Since adding Axcient x360Recover to their BCDR stack, Cinch I.T. has saved clients an average of 46% on backup alone. Steve says clients who were already using a backup solution could save money by switching to Axcient, and those who didn’t have something in place were happy to protect their business with such a cost-effective and high-value solution. With many clients relying on multiple backup vendors, Cinch I.T. can help them consolidate on x360Recover. Now equipped with x360Recover Direct-to-Cloud capabilities, Cinch I.T. has the option to meet multiple use cases with one solution: endpoint backup, no-appliance BDR, turn-key BDR, and public or private cloud backup.

Depending on the franchisee, Cinch I.T. is reporting 17-38% margins on x360Recover. Contributing to overall profit and margin growth is the decrease in support tickets. Steve says, “Historically, we had a little over 2,000 tickets just for backup and recovery related issues. This year, after adopting Axcient, backup tickets are down by 28% and labor has definitely decreased since using Axcient.” He goes on to explain, “With Axcient, automation, simple management, and built-in features, Cinch I.T. can redirect resources away from maintenance and redundant support tickets and toward business growth.

“Axcient has been good, which has been taking down our labor costs. We haven’t had to do a lot of maintenance on any of our Axcient solutions. It’s been easier to use, and with more automation tools, you can correct issues as needed.

– Steve Lettery, Director of Business Development at Cinch I.T.

Start Your Free 14-Day Trial or Schedule a Demo Today! axcient.com/trial-signup/

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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