

# Simplifying Vendors Provides MSP-Wide Benefits from Security to Profitability

LANAIR Group improves operational efficiency and profits through standardization on the Axcient x360 Platform.

“ We had about 25 different backup vendors, and we were spread too thin. You can't focus on any one vendor or product. There are different training plans, different product support, compression is different, retention is different, and they all do different things. We wonder how we did it at 25.

– Neil Hawkins, Partner and COO at LANAIR Group, LLC

## Losing Time and Money to Vendor Management

Like many MSPs, when LANAIR Group was founded in 2006, they needed to generate revenue, which meant being everything to everybody. They took on as many clients as possible and absorbed the vendors that came with their new clients. Years later, LANAIR was managing 25 different data protection vendors – each with its own processes for billing, support, onboarding, maintenance, management, recovery, sales, and marketing. Employee onboarding took a full two weeks, support tickets were high and hard to resolve, and sales struggled to sell 25 different products efficiently. As Neil Hawkins, Partner and COO at LANAIR says, “It was an all-around snowball, chaotic disaster.”

Not only was LANAIR's attack surface growing with each vendor, but their security capability was stretched thin. Between patching, integrations, alert mechanisms, error management, and break/fix, LANAIR was drowning in vendor management, and profitability suffered. Neil explains, “It doesn't take a rocket scientist to figure out that you're not making money when you're supporting that many vendors. There's no way to maintain profitability with complexity through the roof.”

## Standardizing and Simplifying for Profits and Security

With a new focus on simplicity, LANAIR evaluated all of their vendors and chose Axcient to standardize on. From a profitability perspective, Axcient's multi-tenant x360 Platform lets LANAIR redirect the effort spent managing vendorstoward business growth and adding value for clients. From a security perspective, Neil was attracted to Axcient's approach to data protection as security. He says, “You don't see a lot of vendors pulling data protection and security together. I didn't want to have to worry about securing my data vendor – that's senseless. By bringing data protection and security into one piece, we can continue to simplify our product stack in the background and reduce our attack surface from a security standpoint.”

LANAIR also chose Axcient as their sole backup vendor for the automated security features and self-managed recovery capabilities included in the business continuity and disaster recovery (BCDR) solution, x360Recover. AutoVerify and Virtual Office further LANAIR's goal

### THE PROBLEM:

- Vendor sprawl prevents MSPs from reaching profitability.
- Legacy backup tools require vendor support for break fixes and recovery.
- Employee onboarding with multiple vendors is expensive, time-consuming, and distracting.

### THE SOLUTION:

- Fewer vendors allow MSPs to focus on high-value projects rather than vendor management.
- Business continuity solutions include automated features to reduce dependence on vendors.
- Standardize on one vendor to improve efficiency and build a deeper knowledge base internally.

### THE RESULTS:

- Achieved profitability after reducing backup vendors by more than 80%.
- Reduced support tickets and incoming alerts by almost 50% with self-fixing capabilities.
- Cut employee onboarding time by four days – from 14 days down to 10.

to decrease management resources, while AirGap protects against ransomware and x360Recover Direct-to-Cloud meets all client backup needs with just one solution. Additionally, Neil says, “We were also able to take the burden off of us backing up to our own data centers or our client’s data centers. Now, we can throw the risk on our vendor, Axcient, and you guys manage that for us. So I think that tells it all right there.”

“ Axcient was the most robust solution that would allow us to grow. Knowing what we know about where the industry is going, Axcient just keeps getting better. I like the footprint, the development, and the path they’re on from a growth standpoint – so now we’re just riding Axcient’s coattails.

– Neil Hawkins, Partner and COO at LANAIR Group, LLC

### Increasing Operational Efficiency to Meet Business Goals

Over two years, LANAIR has steadily decreased their vendor stack from 25 to just three, with complete standardization on Axcient coming soon. While the process has been cumbersome on the engineering side, it has paid off in profits. Neil describes the ripple effect of vendor simplification, “In reducing our vendor set, we reduced vendor management, and developed our partner relationship with Axcient – which has been significant. We were able to substantially reduce our backup cost overall on a per-machine basis because we’re not supporting all of those different vendors. We’ve reduced training overhead at the same time, and limited our attack surface to increase security. Less vendors, less attack surface, less area of cover, less devices or product SKUs to patch, and so forth.”

With fewer vendors, LANAIR has decreased their employee onboarding time by four business days which saves on operational costs and gets employees into their roles faster. In addition, sales representatives work much more efficiently with just three sales templates instead of 25. Now they can sell more strategically with a deeper understanding of fewer products and can close more deals. “We were also able to reduce the ticket count on our data protection systems by almost half because of the self-fixing tools Axcient has on the backend. Such a dramatic change in the number of alerts coming in is purely quantitative to our bottom line,” says Neil. With each reduction in operational and vendor management tasks, resources, and costs, LANAIR can increase profits. They will continue to move toward complete standardization on Axcient’s x360 Platform, while using Axcient’s solutions to increase security for clients and leveraging Axcient’s partner benefits for business growth.

“ Since we started standardizing on Axcient, we started seeing profitability. We’ve been able to grow exponentially, and now we’re at a level we never thought possible. The more we simplify, the more profitable we get. The more leverage we get with Axcient as a partner. We’re able to develop our relationship with Axcient and rely on you guys to help us grow.

– Neil Hawkins, Partner and COO at LANAIR Group, LLC

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#### 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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