

## Expanding Profitable Backup and Disaster Recovery Services with a 100% MSP Focused Provider

Entech gains quality support, adds to BDR services, and upgrades solutions with Axcient.

Focused on client success and service for over 20 years, Entech is the largest Managed Service Provider (MSP) from Tampa to Marco Island. After their first acquisition, Entech adopted the acquired company's legacy backup vendor as their main service provider.

Director of Managed Services, Stephen Tracy, says the partner relationship and services declined as the vendor expanded outside of managed services customers. After some negative support experiences, disagreement on inflexible pricing, and learning technology upgrades would require a rip and replace, Stephen sought a new vendor to be a better strategic business partner. With Axcient, Entech and their clients get the attention, dedicated support, and product quality necessary to continue growing.

“ They [legacy vendor] tried to move into the enterprise space and later realized they were abandoning their MSP partners. They attempted to pivot back, but we were still getting a lot of different reps, and it didn't feel like they were interested in our success. ... They don't engage with us as a partner and it's not acceptable anymore.

– Stephen Tracy, Director of Managed Services at Entech

### The challenges of delivering for clients, when vendors don't deliver for you

In addition to inconsistent reps, Entech experienced lack of leadership follow-through, and even a new added fee for 24/7 support. Stephen escalated complaints and met with top level executives, but their concern in meetings never translated to solutions. Storage efficiency in particular was causing issues for Entech and their clients.

Stephen explains, “At [legacy vendor] we couldn't get pooled storage in their cloud. Let's say I have one client using 100 GB of data, and another using 1.5 TB. Even through the total usage is much lower than their 2 TB limit, I get charged overages on anything above 1TB.” The vendor responded by offering pooled storage in exchange for a year of prepaid backups – a lump sum of about \$18,000. Entech would also need to sign the agreement immediately, and the vendor made note, there were no guarantees against rate increases in the future.

#### THE PROBLEM:

- Legacy BDR vendors focused on their own growth, fail to provide quality support to MSPs.
- Surprise storage overages, price increases, and fees threaten the MSP/client relationship.
- Rip and replace technology upgrades can be expensive and labor intensive.

#### THE SOLUTION:

- Chain-free BCDR delivers upgrades and innovations without reboots, replacements, or extra costs.
- MSP-specific, feature-rich solutions simplify management while increasing data security.
- Channel-only provider that is hyper focused on helping MSPs grow.

#### THE RESULTS:

- Grew profits by saving significant time, resources, and costs with automatic BDR features and upgrades.
- Increased margins by reducing vendor management and standardizing on Axcient for BCDR and cloud-to-cloud backup.
- Reduced stress and gained confidence that Axcient would be there whenever Entech needed it.

That situation didn't sit well with Entech, but the larger issue was finding their clients a new backup and disaster recovery (BDR) solution, and avoiding the staff commitment required for a rip and replace. Entech didn't want to just make a lateral move between vendors – they wanted to give clients an upgrade without asking anything of them – a value added solution that didn't force extra work or cost clients more money.

### Meeting client needs with comprehensive services and solutions

Entech choose Axcient as their backup partner with x360Recover for business continuity and disaster recovery (BCDR). Axcient gives Entech, and all partners, a dedicated Partner Success Manager (PSM) to serve as their single point of contact for any questions, issues, or concerns. As an Axcient partner, Entech receives 24/7/365 support, product training and certification, deployment review, and pre-built marketing campaigns within a unified platform and experience.

Not only is chain-free x360Recover the most cost-effective BCDR solution for MSPs and their clients, but with Direct-to-Cloud hardware-free BDR, MSPs can save up to 55% in total monthly costs. Included in x360Recover, Axcient AirGap keeps data safe, even after a ransomware attack or accidental deletion. AutoVerify automatically checks for data corruption before backing up – so you don't have to do it manually. Virtual Office enables self-managed disaster recovery with a minutes-long RTO, and near instant virtualization in the cloud. And of course, pooled storage and secure retention for a flat-fee. All of these features come built-in and always-on in x360Recover.

“ Axcient benefits our clients with a more mature solution. It's able to leverage the cloud, without passing along costs. It's going to up our maturity and strategy for delivering services to clients.

– Stephen Tracy, Director of Managed Services at Entech

### Enabling Entech to grow with continued focus on client satisfaction

Entech got the collaborative, channel-focused partner they needed to continue serving clients with the quality they promise. Stephen says, “We wanted someone who – as silly as it sounds – wants to do a case study on us. Who will participate in our livestreams and check in on us. We want our partner to care about our success, because our success is their success.”

Now, Entech enjoys a monthly status call with their Axcient PSM, Stephen has participated in Axcient webinars, and they're upgrading clients to x360Recover without any additional costs. With more than half of Entech's longest standing clients needing a backup update, Entech is using the opportunity to reinforce and expand their services. They're right sizing clients as they upgrade for better security, and rolling in another Axcient product, x360Cloud, for Microsoft 365 and Google Workspace backup. Going forward, x360 products are automatically updated as new features deploy.

“ Axcient is a good solution that's competitive and allows us to deliver backups to our clients without them saying, 'this is too expensive.'

– Stephen Tracy, Director of Managed Services at Entech

#### 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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