VM Backup

KEY FACTS

Company name:
Refresh IT

Location:
Leeds, UK

Industry:
Information Technology –
Managed Service Provider

No of Customers:
300+ organisations

Interviewee:
John Wolski, Technical lead

www.refreshit.co.uk

LEADING UK MSP, REFRESH IT, CHOOSES ALTARO FOR ITS WATERTIGHT DATA BACKUP AND DISASTER RECOVERY SOLUTION

With 80% of Refresh IT's customers relying heavily on their managed services to host their full infrastructure, this managed services provider based in Leeds, UK, needed a watertight, multi-tenant data backup and disaster recovery solution that addressed customer downtime, stemmed data loss and protected well over a thousand remote users.

With an established base across the whole of the North West of England, Refresh IT have been successfully offering a portfolio of IT services and managed services to businesses since 2008. Thirteen years on, Refresh IT now service small/medium and enterprise customers right across the UK, offering support and managed services to over 300 organisations including hosted desktops, email, backup and disaster recovery, server virtualisation, remote desktop, storage, SQL databases – mainly cloud-based.

The solution, as Technical Lead John Wolski explains, had to be designed for managed service providers (MSPs) and offer cloud-based backup processes alongside on-premises backup to customers' own systems. Another requirement was that it had to be able to prove to users that this backup and DR (disaster recovery) service was altogether a more reliable, easy to use and safer alternative to using traditional tape methods or taking manual copies to safeguard data.

Enter **Altaro VM Backup for MSPs.** Through recommendations and personal experience, Refresh IT trialled Altaro's VM Backup for MSPs, immediately enjoying the ability to manage all customers centrally from Altaro's Cloud Management Console (CMC), a multi-tenant dashboard.

SINGLE CONSOLE TO MANAGE ALL CUSTOMERS

John noted: *"The immediate beauty as an MSP using Altaro, was that organisations' backups were all now housed in one place rather than accessing different portals for everything. Using different portals means no standardisation. So, when the team is working on tickets, it's easy to lose efficiency if we are using multiple platforms. Sticking to one platform just makes sense and we relish that capability today."*

Refresh IT purchased 10 licences of Altaro's VM Backup for MSPs and quickly started empowering the technical support team on the product's capabilities. Here, another win quickly manifested, the ease of use and the small-time investment in training for the service team.

"If software is complicated, then that means we have a steep learning curve to get everyone trained to a high proficiency. The staff need to learn the software, learn our rules and best practices, and that takes time. When a backup solution is complex it takes a lot of time to learn the ins and outs of the various solutions so that we can fulfil our role as key advisors. Very heavily engineered solutions need equally intensive training in place and often MSPs can't afford the time commitment. I believe the days of intensive training and certification programmes are gone. Today, we need to access solutions that are click and play with everything in place and that's what we have with Altaro."

The support team were quickly able to describe how the backup process would operate and how as an MSP, they had each base covered when it came to understanding each customer's unique requirements for data protection, compliance and GDPR. Whilst most customers broadly understand that they need effective backup running, these days (often from bitter experience) good MSPs need to be able to describe their options openly and in simple terms, that relate to their business model and their customers' requirements.

ALTARO REDUCES MSP GO-TO-MARKET TIME

"For backups, it's not just a solid understanding of the product that you have to demonstrate from the outset. You also must really understand the processes behind it and how that relates to the customer infrastructure, so by keeping processes simple and easy to learn, usage of Altaro has become key in decreasing our MSP go-to-market time. Our team never forget that backups are just one part of the jigsaw. The backup process needs to include the right processes for cost control, for checks, and of course SLAs for responding to alerts."

On Altaro's pricing model, Refresh IT were pleased with the first few quotes they provided customers and continue today to reap the benefits of such a flexible, 'less is more' approach to pricing plans.

"We rarely have to justify price as being a primary concern with Altaro. Where Altaro really stands out is when we quote for new deals where prospects are frequently surprised at how cost effective it seems compared to their incumbent backup provider. We don't make sales based upon on price (a race to the bottom) but we don't have to justify the price either. Altaro works on both counts."

HELPDESK STAFF WITH EXCELLENT, IN-DEPTH KNOWLEDGE

And lastly, when things go wrong and you need to speak direct to the software manufacturer, John comments favourably on the service levels from Altaro who uniquely work to response times judged in seconds and minutes as opposed to number of days that some providers work towards.

"Again, simple response. We never need to call Altaro. It just works. When we trialled the product, we had a few rather obscure technical questions, but Altaro's helpdesk answered in around 30 seconds – and by someone who knows what they are doing. These weren't just basic queries, but the helpdesk staff excelled with in-depth knowledge. I really appreciate being able to reach out to a fellow geek and get a proper answer rather than being palmed off by a helpdesk operative doing his 9 to 5. Amusingly, calls were answered faster than I could type in my query!"

BACKUP FOR MICROSOFT 365 TOO

When it comes to customers with Office 365 mailboxes, SharePoint and OneDrive, John says he frequently has to highlight the joint responsibility model that Microsoft requests adherence towards, where Microsoft has responsibility for mailbox restore while users retain responsibility for backup of data. Here too, Altaro is key for Refresh IT.

"We always offer Altaro backup as part of the Office 365 sale, always. It shows that you care about client security and instils confidence and mindset. They occasionally choose not to use the service at that moment in time, but it is rare that it's not added to their service stack at a later date." John explains.

"Personally, this is my favourite Altaro product. It just works, and it provides a massive element of protection for an increasingly targeted and often forgotten piece of the puzzle. This alone has been a foot in the door that has led to bigger and better sales."

ABOUT ALTARO

Altaro develops award-winning backup solutions for managed service providers, IT resellers and companies. With 50,000+ customers in 121+ countries, 10,000 partners and 2,000+ MSPs, Altaro provides affordable, easy-to-use, enterprise-class functionality coupled with outstanding 24/7 support. Altaro is a one-stop-shop for backup andrecovery, providing solutions for Hyper-V and VMware; Microsoft 365 mailboxes, OneDrive and SharePoint; roaming and on-premise endpoints; and physical Windows servers. Altaro also offers monthly subscription programs for MSPs, through which MSPs can manage all their different types of backups from one central multi-tenant console, across all their customers. Altaro forms part of the Hornetsecurity Group.

DOWNLOAD YOUR 30-DAY TRIAL HERE: www.altaro.com/download

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