

# Where to Start, Inc.

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## Business Challenges

Clients operating in the healthcare vertical, which dictates that technology must be HIPAA-compliant

Technology that is easy to implement and manage for three-person staff and outside contractors

Evolving HIPAA compliance requirements

## Results

Partnership with a HIPAA-compliant vendor, allowing for reduced risk and the ability to command higher margins

Backup managed service that commands the highest margins of all products and services

Full line of compliant business continuity and business productivity products designed for the IT channel, including backup, BDR, and cloud file sync

Operating out of the San Francisco Bay Area since 1999, Where to Start, Inc. Technology Solutions (WTS) has built a thriving practice focused on the unique needs of medical clients in Silicon Valley. Leveraging HIPAA-compliant vendors, such as eFolder, WTS has been able to carve a lucrative niche in the medical vertical.



Alan Helbush, President and CEO, Where to Start, Inc.

"Where we make the bulk of our money is health care clients who need a dedicated team that can provide industry-compliant technology," says Alan Helbush, Owner and CEO of Where to Start, Inc. "In the medical vertical, compliance is spelled H-I-P-A-A."

The Health Insurance Portability and Accountability Act (HIPAA) addresses what

healthcare providers and their vendors must do to assure security and privacy of any and all healthcare data that they store, pass, or access.

"The fines for a lost laptop carrying sensitive patient data start at \$10,000," says Helbush. "There is a tremendous amount of risk associated with the healthcare vertical that carries over to their technology vendors."

Healthcare organizations and/or individuals who violate HIPAA compliance can face fines and penalties up to \$1.5 million for unauthorized releases, suffer reputational harm and bad publicity from data breaches, and can face criminal prosecution for some offenses. To avoid this, managed service providers partner with technology vendors that are HIPAA-compliant.

Where to Start, Inc. became an eFolder partner in 2009, as eFolder is recognized as one of the few backup and BDR vendors that is HIPAA-compliant. In 2013, eFolder took the steps necessary to meet new HIPAA regulations, including signing Business Associate (BA) agreements with partners.

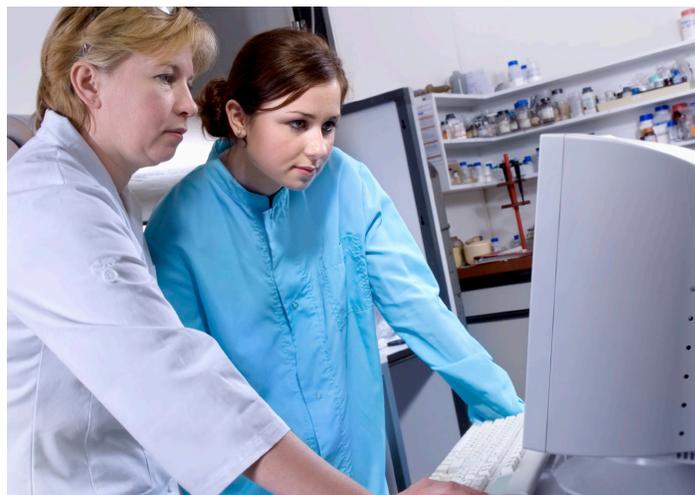
eFolder has completed a proper HIPAA Risk Analysis conducted by experienced professionals, written HIPAA-specific policies and procedures, trained its workforce to comply with HIPAA standards, and retained HIPAA consultants and third party experts to help maintain compliance over time. eFolder is one of the few technology vendors that is willing to provide partners with a letter attesting to their HIPAA compliance, which they can then take to clients.

"eFolder is willing to do what few other backup and BDR vendors won't: mitigate and share risk with their partners," says Helbush. "These compliance guarantees allow us to continue to operate in the medical vertical and command higher margins. Compliance is a primary competitive advantage."

The full line of eFolder products, including backup, BDR, and cloud file sync services, meet HIPAA compliance requirements.

eFolder Backup has become WTS's most profitable managed service, consistently achieving 75% margins. All clients have basic file and folder backup, with larger clients using eFolder BDR for more robust business continuity needs. Across its client base, WTS is protecting approximately 54 servers and 400 desktops and laptops. WTS has plans to deploy eFolder's cloud file sync platform, Anchor, across nine of their twelve clients and support over one hundred users.

"This year, hundreds of our users will have secure, compliant file syncing and sharing," says Helbush. "With eFolder, we have entered a new phase of our business, where we can begin to deliver on business continuity and business productivity."



Clients in the medical vertical depend on service and technology providers that comply with HIPAA regulations



#### Corporate Headquarters

2340 Perimeter Park Drive, Suite 100, Atlanta, GA 30341 ■ 800-352-0248 ■ 678-888-0700  
www.efolder.net ■ info@efolder.net