

MSP Lair Services Grows Business Continuity Margins by 200%

After migrating to x360Recover, not only could they guarantee rapid restoration and security, but the MSP was able to grow their business exponentially.

Lair Services gives small and medium sized businesses the custom IT services and solutions they need to fit their goals. Tampa based owner, Thomas Raad, needed a business continuity solution that he and his clients could trust. After migrating to x360Recover, not only could he guarantee rapid restoration and security, but he was able to grow his business exponentially.

“ x360Recover has enabled me to be more aggressive and I’ve been able to win more deals.

– Thomas Raad, Owner of Lair Services

Migrating all of your clients to a new business continuity solution isn’t easy and it’s certainly not something MSPs do willingly without just cause. But when doing so means lowering cost per license and achieving a 200% increase in margins all while improving on legacy solutions, that decision becomes pretty easy. Fortunately for Thomas Raad, owner of Lair Services, an MSP specializing in a tailored IT services and solutions for small and medium businesses, the decision to implement x360Recover was one that paid off.

Enabling Growth With Business Continuity Solutions

Lair Services was relying on the same solution a lot of MSPs fall victim to, first generation BDR. Unfortunately, most companies who are stuck with older BDR technology and haven’t considered modern business continuity solutions very often and end up sacrificing capabilities and margins. In fact, most businesses only migrate to a new service provider once every four to five years. If you haven’t evaluated true business continuity solutions that offer the greatest choice for you and your clients, you could be losing out in more ways than one.

Luckily for Thomas, Lair Services, and their clients, they recently added x360Recover as their business continuity solution. While Lair Services has been a partner with Axcient since 2010, when x360Recover became available it just made sense to switch. With chain-free technology, x360Recover eliminates manual processes, guarantees the integrity and restorability of backups, and maximizes availability by minimizing downtime.

THE PROBLEM:

- Legacy tools are too expensive with less functionality.
- Failed to increase end point license price while increasing value.
- Grow margins to reinvest into company resources.

THE SOLUTION:

- Saw enhanced benefits while maintaining efficacy of legacy solutions.
- Increased end point license price by 3x with x360Recover’s all-in-one solution.
- Grew margins 200% by migrating 100% of clients to x360Recover.

THE RESULTS:

- x360Recover has enabled Thomas and his team to be more competitive in the field which is increasing sales and promoting growth throughout the company.
- From a maintenance standpoint and a general usability standpoint, they prefer x360Recover over their previous solution. They like the product and most importantly, the product works when they need it to.

“ From a maintenance standpoint and a general usability stand point, we definitely prefer x360Recover over our previous solution. We like the product and most importantly, the product works when we need it to.

– Thomas Raad, Owner of Lair Services

Not only has the migration now been successful, but Thomas is seeing huge returns. Recently, Lair Services inherited two customers from another service provider who remained under contract for some months. Thomas is excited to migrate these contracts as soon as possible, not just for the security and peace of mind provided by x360Recover, but for the 200% increase in margins he will receive.

Additionally, x360Recover has enabled Thomas and his team to be more competitive in the field which is increasing sales and promoting growth throughout the company. He's been able to increase the price he charges for end point licenses by 3x over what he charged with his old provider. With the right price point, proven solutions, and happy clients, Thomas feels confident in the product migration he chose.

Try Axcient x360Recover – Part of One Platform for MSPs to Protect Everything™

Start your free trial. 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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