

Features, Flexibility and Marketing Resources Help Axcient Partner Pact-One Grow Their Dental IT Support MSP Business

Started in 2003, Pact-One Solutions, Inc. is 100% committed to making sure dental business and practice owners have the most reliable and professional IT service with complete technology solutions. In 2014, Pact-One moved from ShadowProtect to Axcient x360Recover backup and disaster recovery (BDR). Today, Pact-One Solutions has standardized their stack with most of Axcient's x360 Platform, including off-site storage in the Axcient Cloud, x360Sync for cloud enabled file sharing and x360Recover for business continuity.

“ We'd used other vendors before, but unless your direct employees are working on the backups – the ones who care the most about the customer's data – trying to outsource that piece of any offering doesn't go so well. Now, pretty much all new clients get a x360Recover BDR.

– Greg Richards, Director of Technology at Pact-One Solutions, Inc.

After a couple of calls with an Axcient rep, and while attending an Axcient sponsored lunch and learn event, Greg Richards, Director of Technology at Pact-One, moved from StorageCraft to Axcient x360Recover. Since then, most of Pact-One's clients are on x360Recover BDR and Greg continues to be impressed with how the solution continues to improve. With custom bulk-order pricing, Pact-One can provide accurate and affordable quotes to prospective clients for a more enticing bid. Additionally, Pact-One has taken advantage of marketing development funds (MDFs) and brandable resources provided by Axcient to increase potential client outreach with proven marketing campaigns and partner events.

“ It's about having full responsibility and control over the BDR solution. We had reliability issues when someone else provided the service and we just marked it up and resold it. Now we have less issues and if there is a problem, we know about it a lot sooner. When someone else is taking care of your stuff, they don't care about it nearly as much as you do.

– Greg Richards, Director of Technology at Pact-One Solutions, Inc.

THE PROBLEM:

- Legacy BDR solutions can fail to meet dental/medical standards.
- Managing multiple vaults is annoying and inefficient.
- MSPs struggle to market themselves effectively to grow recurring revenue.

THE SOLUTION:

- Give clients full responsibility and control over their BDR.
- Axcient Cloud consolidates data into one vault for simple management.
- The Axcient Marketing Portal provides unlimited access to done-for-you marketing resources, including marketing development funds.

THE RESULTS:

- The Axcient AMP Partner Marketing Portal provides unlimited access to done-for-you marketing resources, including marketing development funds. Coupled with the ability for the x360 Platform to cover nearly all data protection, backup, business continuity, and disaster recovery use cases for an MSP, and you have a recipe for growth.

New Feature: Scale-out Cloud With Instant Cloud Recovery

Pact-One is focused on delivering complete tech solutions to small-and-medium sized dental businesses, which is why they've standardized much of their stack with Axcient. As solution features continue to develop based on partner feedback and tech innovation, Axcient partners like Pact-One increase the value they offer clients.

In a recent call with Greg, the partner success team at Axcient conducted a strategic business review to make sure Pact-One and their clients are properly served. This quarterly or bi-annual review helps Axcient improve the solutions and individual experience of each partner and their clients. Without any issues expressed by the Pact-One techs who work most-directly with Axcient solutions, Greg was invited to share any pain points that Axcient might be able to solve.

Greg told his partner success reps about the annoyance of multiple vaults, in fact, Pact-One was juggling about 20 vaults of data. Fortunately, Axcient recently released the Axcient Scale-Out Cloud, a paradigm shift in cloud storage architecture. Using Scale-Out Cloud, all vaults are configured to distribute data evenly across the entire storage network transparently. Additionally, the Scale-Out Cloud provides near-instant cloud recovery, allowing servers to be virtualized in the cloud without requiring any data conversion processes. With these technology enhancements, Pact-One and the rest of Axcient's partner community, can enjoy an infinitely scalable cloud to simplify management, while increasing productivity and decreasing downtime.

The new storage architecture provides consistent wire-speed replication speeds, with one benchmark test demonstrating 1 Gbit/sec over fiber internet from a single appliance. Additionally, the Scale-Out Cloud provides near-instant cloud recovery. Now, Pact-One and Axcient's partner community can consolidate their data into one vault.

Sales And Marketing Is A Sticking Point. Axcient Can Help

Similar to many managed service providers (MSPs), Greg told us, "We're always trying to get more traction in sales and marketing." Currently, Pact-One has about 325 project clients, 4,427 agents, roughly 3,000 managed clients and 26 Pact-One employees. Greg says their current focus is on growing recurring revenue over one-time project revenue, but they don't have a concrete marketing plan built-out.

Lucky for Pact-One however, Axcient offers partners unlimited access to the [Axcient Marketing Portal](#), or "AMP." There, partners can access done-for-you resources like social and email campaigns, solution one pagers and other assets, marketing analytics and MDFs. Pact-One recently hosted an MDF event with Axcient, and looks forward to another one tailored specifically to fit the motivations and specific schedule of their dentist clientele.

With regular partner reviews and feature updates, Pact-One has been growing with Axcient from their initial one-solution move, to an almost standardized Axcient stack. Greg and his team look forward to new tech innovations and continued outreach events to help grow recurring revenue, margins and their client base.

“ We feel better with Axcient at the end of the day. Especially since x360Recover has rapidly exceeded my expectations as far as where I thought it would be at this point. When we first signed-up it was a good financial decision, and now it's just a flat out better product.

– Greg Richards, Director of Technology at Pact-One Solutions, Inc.

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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