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Custom Pricing and Storage Plus Internal Support Allows Techevolution to Grow

Techevolution is a full service hosting firm providing specialty internet services to individuals, professionals, small businesses and corporate clients. Established in 1996, this Massachusetts-based Managed Service Provider (MSP) made the move to Axcient's business continuity solution, x360Recover, to differentiate service offerings. With custom pricing and storage options and internal support through two dedicated Axcient managers, Techevolution is giving clients what they want and need, while growing their business.

For years, Andy Cote, Vice President of Techevolution, relied on Datto for their business continuity services. Unfortunately, as new products were brought into the Datto ecosystem, he noticed customer service calls dwindling into sales pitches. Andy recollects, "I would be dealing with a BDR issue, but then in the same conversation, I would be pitched a new RMM (remote monitoring and management) tool, or some new network management tool. I would think, 'This is my BDR and backup company. Why am I being pitched when I need help?'" In search of a partner provider who would actively support the growth of Techevolution, while providing the technology necessary to remain competitive, Andy evaluated a number of tools and chose Axcient's x360Recover as their new business continuity solution.

Supportive Partner Experience Enables Two-way Growth

Techevolution highlights customer service as one of their most important values when it comes to their relationship with clients. Based on their prioritization of high quality customer service, it's no surprise that Andy and Techevolution expect the same from their partners.

As an Axcient partner, Techevolution receives the dedicated attention of a partner success managers focused on his business, not on selling products. Their business success manager works with the Techevolution team to direct 24/7/365 support with less than a 60-minute response time for critical issues. Axcient works closely with all of our associates to develop product roadmaps, provide product training and support, along with sales and marketing assistance – not push products.

THE PROBLEM:

- Sales-focused partners push new products over support and business enablement.
- Restrictive pricing models force some clients out of BDR protections.
- Lack of flexibility in storage underutilizes MSP-owned data centers.

THE SOLUTION:

- Dedicated support managers provide growth resources with no motivation to sell.
- Custom pricing models let clients choose how best to structure licenses, hardware and storage.
- x360Recover provides an added layer of security to MSP-owned data centers for more premier SLAs.

THE RESULTS:

- The fail-safe security of two offsite storage centers gives Techevolution clients, specifically government agencies, exactly what they need with more choice and flexibility.
- The MSP has a financing option with the BDR hardware itself, and also the ability to purchase backup licenses with bundled storage. These options give them the ability to design the best service for their clients to support optimal Total Cost of Ownership (TCO) and client SLAs.

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> " Being able to utilize chain-free backup with no dependent backup chains was really critical for us. When we were looking at the new technologies out there, in terms of the evolving backup world, that's one of the key things we were focusing on.

– Andy Cote, Vice President of Techevolution

Pricing Options Fit For All Clients

Techevolution sought a solution that provides the options clients expect based on their size, structure, industry and other important factors. While Andy acknowledges that a storage-based pricing model does work for some clients, "one of the appealing things about x360Recover is the options. Not only do you have a financing option with the BDR hardware itself, which is key, you also have the ability to purchase x360Recover licenses with bundled storage." These options give us the ability to design the best service for our clients to support optimal Total Cost of Ownership (TCO) and client SLAs. Custom solutions like x360Recover embody the Techevolution value of customer service, while expanding their pool of prospective clients. Depending on what a client needs, they can choose the model that best supports their goals.

Flexible Functionality For Increased Security

Just as MSPs work with a variety of clients, MSPs also vary in their capabilities and service offerings. Techevolution for instance, has invested several million dollars into their own infrastructure and data center. Providing infrastructure as a service enables Techevolution to differentiate themselves with an extra layer of security through x360Recover and the Axcient Cloud.

"The appealing part of x360Recover from a flexibility standpoint is we're able to store client data both in the Axcient Cloud and in our own data center as well. This double layer of security allows us to provide a faster and more premier SLA when it comes to off-site virtualization," explains Andy. Unfortunately, with Datto, Techevolution couldn't utilize their data center in the same way.

x360Recover is also advancing Techevolutions' capacity during disasters. Andy continues, "x360Recover gives us the ability to test more thoroughly the way that a user might remote into their off-site instance in the event of a major disaster. Now we can get a client virtualized off-site quickly and more efficiently by doing it internally out of our own data center. Even if we weren't able to virtualize a clients' environment off-site, we have the Axcient Cloud and support team to get the client up and running."

The fail-safe security of two off-site storage centers gives Techevolution clients, specifically those government agencies, exactly what the need no matter what. With more choice and flexibility, Techevolution is able to deliver on their value of customer service, while growing through their Axcient partnership as well. By moving to x360Recover, Techevolution is expanding services, ensuring security and providing rapid restorations clients can count on.

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