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Modern Business Continuity and Disaster Recovery Delivers Efficient Backup Management and Confidence

Digital Seattle leaves their legacy BDR provider after 10 years for the automation and innovation of Axcient x360Recover.

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> The single most important factor for moving providers was peace of mind. I knew that Patrick [Technology Architect at Digital Seattle] was not comfortable with the previous solution. He didn't trust it. So we lost confidence, and when you lose confidence in your main backup tool, you have to run. There's no staying there.

– Voiko Tanev, Founder & CEO at Digital Seattle

When Legacy Solutions Start Falling Short

Voiko Tanev, the Founder and CEO of Digital Seattle, an MSP and MSSP, had been with his backup and disaster recovery (BDR) provider for over 10 years before a series of mishaps and a noticeable shift in focus forced him to seek something better. "I have to admit that they were the best solution originally, but somehow down the road, they lost their desire to focus on constantly innovating and constantly improving their product. They lost their advantage slowly because they kind of lost sight of their solution," Voiko explains.

Unfortunately, Digital Seattle was experiencing the results of the provider's waning interest in improvement. After a massive global crypto attack, a high volume of recovery requests revealed that the provider was not sizing their cloud solution resources properly. Voiko describes the incident, "Their [Legacy BDR provider] data center was unreachable for several days, including their phones. They underestimated the need, the proper resource application, the training, and the planning. It was extremely scary for us because access to cloud backup and recovery is a lifesaver. That is your last resort." Despite their apologies and reassurance, another incident occurred, this one being a major human error blunder on their end. Voiko says, "That was eye-opening for me. When you talk about disaster recovery, there's a very low tolerance for mistakes. This is a high bar environment."

On top of the accidents was legacy, chain-based backups that proved insufficient for fast recovery. Patrick Salt, the Technology Architect at Digital Seattle, describes the tedious process, "When you'd try and do a restore, it was very slow because it would have to go through all of the links in the chain. Or occasionally, you'd have an issue where one of the links was corrupt, and you'd have to take a whole new base image and then reseed it. And that was almost always their go-to answer for tickets: 'rebase it.' When you have clients with three or four or five terabytes of data to rebase and reseed to the cloud – it's not something you want to be doing three times in a month, which was sometimes the case."

THE PROBLEM:

- Legacy BDR tools struggle to provide protection from today's sophisticated cyberthreats.
- Chain-based backup requires time-consuming reseeding that increases downtime.
- Manual backup management tasks increase costs and resources without adding value.

THE SOLUTION:

- MSP-only vendors regularly update and launch new product features based on current cyberattack trends.
- Chain-Free backup technology eliminates reseeding to ensure near-instant recovery.
- Automated and innovative features decrease vendor management, which increases profits and margins.

THE RESULTS:

- Sleeping soundly knowing your MSP and your clients can recover from anything.
- Accelerated recovery to a 15-minute RPO and less than 1-hour RTO.
- Reduced the amount of time and resources needed to manage backups and vendor processes.

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Mistakes and inefficient technology came to a head for Digital Seattle when an issue at the vendor's data center accidentally deleted client backups. Patrick says, "They had no backups of their infrastructure on their end, so they kind of just wiped out our cloud backups for 12 clients and just said, 'we'll send you a seed drive.' That was it. It was very much like, 'oh, well it happened, whatever.'" To recover, Digital Seattle had to reseed all of the clients' cloud backups with the vendor's chain-based technology – which required a significant amount of time and resources. After 10 years of service, Digital Seattle decided it was time to find a new vendor.

Modern BCDR with Innovation and Automation

With almost 50 clients and about 50 TB of storage, Digital Seattle prepared themselves for migration to a new vendor and for replacing all of their hardware. They didn't want just another provider – they wanted a better provider for their clients. Digital Seattle chose Axcient x360Recover for comprehensive business continuity and disaster recovery (BCDR). Voiko says, "Axcient showed us that we can expect more from a backup solution."

x360Recover comes equipped with various built-in features designed to address many of the legacy issues Digital Seattle wanted to avoid. Most importantly is Axcient's proprietary chain-free, image-based backup technology. Unlike legacy chain-based recovery, Chain-Free backup isolates bad data blocks if corruption or malware occurs. This way each recovery point is independent, verifiable, and bootable for more efficient storage, faster recovery and most important to Patrick, greater reliability.

Chain-Free technology in conjunction with AutoVerify, a feature that automatically verifies the integrity of backups and performs DR testing, makes backup management faster and easier. Patrick says, "It is definitely a more streamlined process for checking backups. With our previous provider, even just to check the status of the cloud replication, you had to go into each client individually. With Axcient, we see an overall portal. We can see which ones are good, which ones haven't finished uploading, and where they are. So it's easier for us to go in and see, just at a glance, which ones need attention. Previously, we had to buy a third-party solution, but we felt that we didn't need that anymore with Axcient."

Patrick goes on to explain how he saves time and resources using Axcient's Runbooks to configure automatic deployment plans for virtual devices. "With the ability to use Runbooks for monthly server backup checks, we can go in and once they are configured, we just hit a button. It checks them all, and we just say, 'yep, I can connect to that one. Yep, I can connect to that one.' Rather than with our previous provider, where we would have to go in and manually do it for each server individually."

> " The Chain-Free technology was one of the things that made me a lot more comfortable with Axcient. Effectively, the chain is just two pieces long: the most recent backup and the base image. That helps me sleep a lot better – knowing that I'm not dependent on 15, 20, or 35 files all working as they should in order to do a recovery. When it's crunch time, you don't want any of that uncertainly.
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> – Patrick Salt, Technology Architect at Digital Seattle

Reducing Backup Management and Accelerating Recovery

Since moving to Axcient, Digital Seattle has had opportunities to use Axcient's Chain-Free backups to recover individual files after accidental deletion and complete hardware failure. Patrick describes one instance in particular, "We couldn't get the hardware to boot for the life of us, so we just spun it up on the appliance, and we had the client back up and running in under an hour. It would have been quicker if we hadn't tried to troubleshoot the host for as long as we did, but even still – being down for

an hour compared to days as it could have been, it was very comforting to know that we can just go in, click a few buttons, and off it goes." While Axcient's modern technology and features save Patrick time and resources during backup management and recovery, Voiko celebrates the overall efficiencies Digital Seattle has gained with Axcient.

"One of the biggest advantages was that we started from scratch with a new solution. We built the new hardware from the bottom up, which allowed us to clean up things that had accumulated over a long period of time. Now we have a new way of deploying, and we are standardizing on a solution that is modern and that we feel comfortable with." The pricing did not change from the previous provider to Axcient, and Digital Seattle gained efficiencies that directly affect their bottom line. Additionally, Patrick is pleased with the support he's receiving and the day-to-day use of the Axcient x360 Portal. "One of the things that has impressed me is that a lot of the times when we've suggested things, it's either already been on the roadmap, or Axcient has been super receptive to it. I suggested something, and within a week, I got a response back saying it would be in the next build. It was really nice to get that kind of personal feedback." Digital Seattle will continue using Axcient's backup technology as it updates and evolves based on today's cybersecurity landscape.

" I think the biggest benefit for us is the fact that we feel like we can sleep better now."

– Voiko Tanev, Founder & CEO at Digital Seattle