

## Reducing the Time Spent on Support Tickets by 75% With Easy to Use, Modern BCDR

Midwest Computech moves from Acronis to x360Recover to increase recovery speed and boost margins.

“Axcient has given us the ability to not have to worry about the day-to-day woes of our client’s data. The account management team that I deal with and our Partner Success Manager has been easy to get ahold of. It’s just nice knowing that we partnered with you rather than just somebody buying your service.

– Ryan Keele, CIO at Midwest Computech

### Struggling to Boost Margins with Legacy Backup

As the CIO of Midwest Computech, Ryan Keele is invested in delivering customers a positive experience with their business continuity and disaster recovery (BCDR) solutions. Having relied on Acronis for years, Midwest Computech sought a competitively priced BCDR solution to reduce support tickets and management costs and virtualize quickly for faster recovery. Ryan says, “The older devices and servers we used to use were 7.2 RPM drives. When we virtualized something on there, yes, it ran, but it ran very slow.”

Midwest Computech backs up client data on local devices that are also backed up to colocations off-site. Unfortunately, issues like backup failure and user error resulted in a large number of support tickets, which required substantial resources to manage. The extra costs reduced Midwest Computech’s potential profit margins and increased their total cost of ownership (TCO).

### Reducing Operational Overhead With Simple Solutions That Work

Now using Axcient’s x360Recover for BCDR, Ryan says, “Just the size of the device and the speed of the device has been really good. With the flash memory on the Mini devices we’re quoting now – in the event that we do have to virtualize something, that actually runs pretty well.” Self-managed disaster recovery and virtualization with Axcient’s Virtual Office enables fast recovery and competitive SLAs. Chain-Free backup technology eliminates the need for manual re seeding and dramatically reduces the overhead and management required by chain-based backups. Additionally, AutoVerify checks for data corruption before completing backups and alerts MSPs to potential issues. These standard, always-on, and automatically updated protections ensure backup integrity without demanding additional manual support and resources.

“It’s what I would call a competitively priced device. It’s not an overpriced unit, so by the time I buy it and spread that cost across a multi-month agreement, it’s a small factor of the service that I’m providing for my customers. So it’s not a large upfront cost. And then moving forward, it’s only this much to manage it, so that has been pretty nice,” explains

#### THE PROBLEM:

- Legacy solutions break easily and require additional troubleshooting resources from support.
- Virtualizing on old servers increases recovery times and threatens SLAs.
- Vendor sprawl increases management costs and complexity without adding to business goals.

#### THE SOLUTION:

- Modern, regularly updated, and easy-to-use BCDR solution with a lower risk of failure.
- Devices equipped with flash memory and self-managed DR and virtualization for fast recovery.
- Standardize under one MSP-only solution provider that can meet all backup use cases.

#### THE RESULTS:

- 75% less time spent on support tickets and failed backups for increased margins and lower TCO.
- 15-minute RPO and less than 1-hour RTO ensures business continuity and competitive SLAs.
- More time, money, and resources are available for value-added tasks rather than wasted on vendor management.

Ryan. Simple pricing and cost-efficiency also have Midwest Computech taking advantage of Axcient's hardware-free BCDR solution, x360Recover Direct-to-Cloud (D2C). Seeing the profit potential of standardizing under one backup vendor, Midwest Computech is migrating all their backups from Acronis to Axcient to reduce vendor management costs while meeting multiple business use cases.

“ It's nice to have everything under one umbrella. One, the pricing is good. Two, I have direct data that our ticketing for failed backups and issues has dropped. I'm spending a quarter of the time now than I was before, on trouble tickets and stuff like that regarding backups.

– Ryan Keele, CIO at Midwest Computech

### Boosting Margins and Recovering Quickly for Win-Win BCDR

When the hard drive at the Missouri School Board Association went out, Ryan got a chance to see x360Recover D2C in action. “The customer had just signed up for Direct-to-Cloud, and within a week of deploying that desktop backup service, his hard drive went out. It really solidified the reason for needing that backup, and it was great timing. My engineers say that it's successful every time.” With a 15-minute recovery point objective (RPO) and less than one-hour recovery time objective (RTO), Midwest Computech can grow their MSP with competitive SLAs on top of cost-efficient pricing for clients.

Ryan says his support team is spending considerably less time on support tickets and failed backups, directly impacting margins and TCO. Ryan explains, “I've got to look at how much time am I going to have to put into a solution to manage it for customers? Our trouble tickets have decreased since moving to x360Recover, so that's less time I'm spending on management and more margin in turn.” With a simple, easy-to-use BCDR solution and a comprehensive MSP partner program, Midwest Computech is getting functionality plus support for better business outcomes and high-quality services for clients.

“ I've been really happy with the hardware. One, the pricing of the hardware, and two, the ease of use. It's just been very nice. We have fewer trouble tickets on Axcient than we did with some of the Acronis stuff.

– Ryan Keele, CIO at Midwest Computech

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#### 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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