Protecting Data in the Microsoft Azure Public Cloud

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MSPXperience

Alvarez Technology Group ensures true business continuity with x360Recover Direct-to-Cloud for Microsoft Azure.

Moving to the Cloud is More Than Lift and Shift

Alvarez Technology Group (ATG) and its Founder and CEO, Luis Alvarez, have long embraced the cloud, specifically Microsoft Azure. Luis says, "Azure is superior for SMBs because it's easy for technicians and clients. Tuning AWS requires an investment in engineering talent to manage complex deployments. Microsoft is admin-friendly, easy to put workloads in Azure, and keeps labor costs down." Moving SMBs to the cloud requires more than migrating – the new environment must be protected for business continuity and disaster recovery (BCDR).

While most SMBs understand the benefits of the cloud, it's up to MSPs to manage the reliability, dependability, and security of data in Microsoft Azure. ATG was already using x360Cloud for Microsoft 365 backup and x360Recover for appliance and cloud-based BCDR, but now they needed comprehensive BCDR for Microsoft Azure.

"Microsoft guarantees uptime and that your tenant won't go down – which they don't do very well – but whatever happens in that tenant is none of their concern. If you don't discover deleted data within the 30-day window, it's gone forever, and that's a problem for compliance."

With the philosophy of "don't put all your eggs in one basket," ATG didn't feel secure with a native Azure backup. Luis says, "If an outage or disruption impacts one part of Microsoft, all parts of Microsoft could be impacted." To avoid complete downtime while supporting compliance and ensuring business continuity, ATG deployed x360Recover Direct-to-Cloud (D2C) for Microsoft Azure.

Comprehensive Business Continuity Goes Beyond Microsoft

Luis describes x360Recover for Microsoft Azure as "Really easy to set up. Just as easy as an on-prem server, and it works." ATG has moved 70% of clients to a hybrid cloud model. Of the remaining 30%, about 50% are in hybrid environments using Azure components. The final 15% have unique on-prem needs protected with the appliance-based deployment of x360Recover.

Alvarez Technology Group

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When Luis first adopted x360Recover for Microsoft Azure, he underestimated the number of restores his clients would need due to accidental data deletion. Luis explains, "The #1 cause of most problems on any network is the end user. When people delete files and don't notice until four or five months later, it's too late to use the normal undelete process in Microsoft." The migration isn't over when clients enter the cloud. It's just the beginning for MSPs.

"MSPs have to go in and analyze whether their capabilities, implementations, and controls are doing what clients need. Unfortunately, many SMBs are discovering they don't meet compliance standards in their new framework. We wanted a digital strategy that allows us to rearchitect environments for clients, and that's what Axcient gives us."

Long-Term Compliance with Long-Term Retention

Armed with long-term data retention in SOC 2-certified Axcient data centers, ATG can efficiently and cost-effectively meet years-long compliance standards for highly regulated industries. For example, when a financial services client was acquired, it was still obligated to maintain and make the data accessible to clients for seven years. ATG created a small Azure environment where all the data is stored and backed up to meet the regulatory requirements. The client understood the importance of backups even though the data isn't changing much, and ATG was glad to continue meeting clients' changing needs.

Another client, a law firm, deleted an old database from an Azure server, assuming they would never need it again. But when they were subject to a lawsuit requiring the information they had deleted months earlier, they came running to ATG. Luckily, because of x360Recover, it was no problem.

"When a client says, 'Can you bring the data back? If not, we're screwed!' you need to bring the data back. With x360Recover for Azure, we always say, 'yes,' and we're the heroes that day. That feels great for us because it's critical to our clients."

ATG's ability to meet compliance standards is also presenting new client opportunities. ATG was contacted by a manufacturing company that works with the Department of Defense after their IT provider was unaware of NIST 800-171 standards and how to meet them. After a quick tour of the manufacturing facility, Luis immediately identified multiple violations due to unsupported legacy products and uncertified data centers.

ATG will continue protecting clients with the flexibility, ease of use, and capabilities required to keep businesses moving. Having standardized on the Axcient x360 Portal, ATG delivers rapid and reliable recovery for always-available data, regardless of their client's environments.

Are your Microsoft Azure clients at risk for complete downtime?
Schedule a Demo or **Start Your Free 14-Day Trial** to see you can Protect Everything™!

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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