Consolidated Microsoft Protection with One Vendor

Alvarez Technology Group secures Microsoft 365 and Azure Cloud data with x360Cloud and x360Recover.

Understanding Microsoft's Cybersecurity Limitations

Most SMBs understand the benefits of the cloud and have embraced Microsoft 365 and Microsoft Azure. Still, many don't understand the business continuity and disaster recovery (BCDR) strategies necessary for cloud security. At Alvarez Technology Group (ATG), Founder and CEO Luis Alvarez became aware of the vulnerabilities of oversimplified lift and shift migrations and knew his SMB clients needed more.

"We started to see Azure growing, and at the same time, Microsoft 365 was morphing, and we needed a digital strategy for our clients that did more than just move a physical server into a virtual machine in the cloud. We wanted a digital strategy that allows us to rearchitect environments for clients, and that's what Axcient gives us."

Due to the limited retention period in Microsoft 365 and the risk of complete downtime with both data and recovery capabilities in the same cloud, Microsoft recommends third-party backup. Luis explains, "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."

To protect clients from the reality and frequency of the biggest threat to data loss – human error, ATG sought total Microsoft protection that wouldn't complicate recovery or require additional expertise.

Accelerating Disaster Recovery in Microsoft 365 to Keep Clients Moving

ATG chose Axcient x360Cloud for Microsoft 365 backup to expand BCDR services for clients while consolidating its stack for fast recovery, management simplicity, and profitability. As a long-time Axcient partner, ATG already used x360Recover for cloud and appliance-based BCDR, making x360Cloud a seamless, familiar, and trusted

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addition. Furthermore, with x360Recover Direct-to-Cloud (D2C) for Microsoft Azure, ATG could also cover client use cases in the public cloud – all with just one vendor on one platform.

While Luis was eager to reinforce Microsoft 365, he was aware of the difficult conversations that would take place with clients. Many had been sold on the platform, believing Microsoft would always be running and accessible. Now, they're being told additional tools are necessary to meet SLAs and deliver business continuity. Luckily, Luis could communicate the value of the services to justify prices.

"x360Cloud enabled the conversation with existing clients about the necessity for an additional service and provided a good transition to peace of mind for a small increase in cost."

Using SmartSearch, ATG can search over 100 million objects in less than 5 seconds to swiftly jumpstart client recovery processes. With rich filtering capabilities, ATG can complete granular and macro-level restores on selected emails, files, folders, document libraries, and communications. Providing further assurance for ATG and its client's compliance needs, x360Cloud achieves a 99.999% backup SLA with at least three backups daily and 99.999% durability and availability. Today, ATG bundles x360Cloud with Microsoft 365 to guarantee business continuity for all Microsoft 365 clients.

"The backup features, archiving, and ease of search made x360Cloud an easy and proven environment for us to include with Microsoft 365. It's a good product that works out of the box and has a compelling roadmap."

Solving for Human Error with Reliable Recovery in Microsoft Azure

x360Recover D2C for Microsoft Azure is a hardware-free deployment option included in x360Recover that ATG also deployed within the unified x360 Portal. To support client data in Microsoft Azure, ATG relies on Axcient's Chain-Free backups and pooled data storage to efficiently access backups regardless of when they were deleted and perform full virtualization and VM export for immediate failback.

Since implementing the solution, ATG has leveraged long-term data retention in SOC 2-certified Axcient data centers to 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. ATG now also bundles x360Recover D2C for Microsoft Azure with Microsoft Azure Cloud to, again, ensure business continuity for clients.

"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."

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™!