

## Microsoft 365 Protection Sales Skyrocket Using Axcient Marketing Portal (AMP) for UK MSP

Grant McGregor is a people-centered managed service provider (MSP) based in Edinburgh, Scotland. After a chance phone call from Axcient, David Lawrence, co-founder at Grant McGregor, saw a solution to a problem they had not yet solved; Microsoft 365 backup.

Aware of the elevated risks of COVID-19 work from home requirements, David quickly utilized the [Axcient Marketing Portal \(AMP\)](#) to educate, inform, and offer customers the protection they need. In just three months, Grant McGregor added 1,000 x360Cloud licenses using an email campaign from the AMP. Attributing much of this success to Axcient's marketing resources and partner-centric focus, David plans to continue using the AMP as Grant McGregor adds additional Axcient products to their stack.

“The offer from Axcient was to be a partner and that's the message that resonated with me. 'We're in it together, we want to help you solve your problems, and we have the experience and the marketing materials to get you up and running quickly.' That just make it all the more easy.

– David Lawrence, Co-founder at Grant McGregor

As any MSP knows, IT solutions are innumerable, but Grant McGregor is selective about the solutions and providers they present to customers. After an initial call, a demonstration, and the added bonus of the AMP, David knew x360Cloud was not only the right solution for cloud backup, but the partnership with Axcient would make marketing easy. David says, “x360Cloud is a trusted and tried solution. It's not version one, it's got maturity and so we have confidence in what we're selling.” He goes on to say, “The key for adoption was getting access to the partner portal [AMP] and seeing the collateral and assets that were there.”

### Value-based Marketing Above Technical Selling

Traditionally, MSPs emphasize the technical features of a solution when selling products, rather than building a tested marketing campaign that speaks to features. As a 100%

“We get a lot of offers to solve problems that we don't have, so if we do have a problem, Axcient is going to be the first people we come back to.

– David Lawrence, Co-founder at Grant McGregor

#### THE PROBLEM:

- MSPs often use technically- focused selling strategies.
- Remote work opens the door for more Microsoft 365 data loss.
- Without backup, MSPs waste tech time attempting to restore and communicating with Microsoft.

#### THE SOLUTION:

- Axcient's Marketing Portal (AMP) gives partners value-based marketing campaigns, that have already been tested, to drive adoption with little effort.
- Grant McGregor's clients understand the risks of not backing up Microsoft 365 data, and provide a solution.
- Near instant restores with pooled flat-fee storage and retention increase tech-efficiency.

#### THE RESULTS:

- In just 3 months, Grant McGregor added 1,000 x360Cloud licenses using an email campaign from Axcient Partner Marketing Portal (AMP).
- The team plans to continue using AMP as Grant McGregor adds additional Axcient products to their stack.
- Their backups are SOC 2 compliant and meet the long-term retention requirements of HIPAA, GDPR, and other industry-specific regulations.

Channel-exclusive solutions provider, Axcient created the AMP to help MSPs better communicate with end users. Axcient partners get unlimited access to done-for-you marketing campaigns in the form of emails, social media posts, brandable collateral, and other assets and resources, so MSPs can quickly and efficiently grow their business. This way, MSPs can focus on what they do best – solution management and customer service – while Axcient provides the foundation for strategic marketing campaigns.

David describes his experience using an email campaign from the AMP to communicate with existing and potential customers, “We took two of the emails and adapted them to our market in Scotland and the relationship we have with our customers. It gave us a lot to go on.” “The messaging was very simple with a straight forward call-to-action, ‘Microsoft doesn’t back up your data and for a number of good reasons – ransomware, compliance, etc. – you ought to be backing up your data, and we can help.’” After the first email, about 25% of recipients jumped on board. The second email was sent as a reminder of the first, and engagement increased.

Grant McGregor continued emphasizing that campaign message with a x360Cloud landing page, internal training for technicians and sales representatives, and a demo opportunity for customers that mirrors the original experience David had with Axcient. David says, “Cobbling together something that’s already been created is a lot easier than starting from scratch.” Since implementing their campaign, Grant McGregor went from 35 x360Cloud licenses in March, to 650 in April, and now, in mid-May, they’ve added 350 licenses so far.”

### The Cost Of Remote Work Without Backup

About 80% of Grant McGregor’s customers are working from home in response to coronavirus distancing recommendations. Due to the increase in remote work, cyber criminals are seizing the opportunity to attack unsecure environments, novice Microsoft users, unprecedented stress on Microsoft applications, and the influx of users on cloud-based services. Despite Grant McGregor imploring to their clients the limited retention period and backup abilities in Microsoft’s SLA, they were often called-on for restores past the point of no return.

David says, “The message had been sent out to all the service desks on the professional service side to say, ‘we’re no longer going to battle to try and do restores by PSTs, or convert this mailbox to that, or extract this mail out, or twist Microsoft’s arm to restore a mailbox.’ Our messaging now is, ‘you need to have our x360Cloud solution in place first. Let’s enable cloud backup so you’re not in this position again.’” The result has been increased technical-efficiency, productivity, and less downtime. David explains, “We’re getting back time and materials and labor costs without having to cobble something together all the time, and it’s allowed us to protect them from all the internal and external threats that are there.”

x360Cloud provides MSPs and their clients with near-instant restores using point-in-time restore, granular, full text search across all users and services, and rich filtering. With pooled flat-fee storage and long-term retention, including for deactivated users, there’s no risk associated with accidental deletion and human error. Axcient is a SOC 2 compliant service provider and x360Cloud meets the long-term retention requirements of HIPAA, GDPR, and other industry-specific regulations.

“ It’s a win-win for everybody. The customer is protected and we can restore their data. We’re doing a good job of fixing problems they didn’t necessarily know they had, and we’re getting revenue from it, with not a lot of work.

– David Lawrence, Co-founder at Grant McGregor

Ready to see x360Cloud yourself? [Schedule a demo.](#)

#### 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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