Overcoming the Limitations of Backup with Complete Business Continuity and Disaster Recovery

Levi, Ray & Shoup (LRS) expands data protection capabilities while increasing margins with x360Recover Direct-to-Cloud.

Axcient

> " With x360Recover Direct-to-Cloud, everything on the machine is instantly backed up. Whatever it is, we've got it. Plus, you have the ability to take that and put it onto a totally separate box if their machine completely crashed. A full working copy of everything is a better overall solution.
>
> – Scott Brown, Senior Network Consultant at LRS

The New Challenges of Business Continuity

Scott Brown, the Senior Network Consultant at Levi, Ray & Shoup (LRS), has used Axcient solutions to evolve with the changing cybersecurity landscape for over a decade. Like all businesses, LRS confronted brand new challenges in 2020 that forever changed how they protect client data. At the time, LRS was using an Axcient legacy solution, BRC (Business Recovery Cloud) – a product that has since been transformed into x360Recover to provide complete business continuity and disaster recovery.

Remote workers and increasing cybersecurity threats demanded that LRS upgrade their solution to more efficiently and effectively protect clients. Scott says, "We needed the ability to virtualize workstations off of the appliance so that if the CEO or the CFO of a company loses his machine, we can instantly get that up a lot faster." He goes on to say, "Backup times on the old system would take a lot longer. We would usually run one backup a night, and that could take a few hours." So it was time for LRS to upgrade from BRC to x360Recover to reinforce data security and gain new capabilities to ensure business continuity.

Delivering Data Protection with Efficiency

Once x360Recover was released, LRS started moving their clients. There were several benefits to the new product that made it attractive from both a business continuity perspective and the growth of the MSP. Scott describes it as "a more complete solution" because x360Recover Direct-to-Cloud – which offers hardware-free BCDR – protects everything with easy management and less need for support. Chain-Free technology and having an agent on the solution increases efficiency for higher business value. The capabilities provided by these features – increased backup times and better insight into issues – made the transition easy for clients to understand and provided peace of mind.

Scott explains, "It was easy to market. We'd just say, 'Right now, we're running a backup every night. If you have a problem mid-day and we have to restore something, we have to go back an entire day. Now, I can instantly go back just a couple hours and restore the whole system the way it was.' That point alone has helped tenfold with a lot of clients." It also helped both clients and LRS repurpose old BRC units with x360Recover. Scott says, "We had an investment in those old appliances, and we wanted to continue utilizing them for as long as we could. So it was really nice that I could install x360Recover on any device that I owned, and it was even more cool that I could use it on some of the HP appliances that we had running." With BYOD (Bring Your Own

THE PROBLEM:

- Legacy BDR lacks the comprehensive BCDR required for today's cybersecurity landscape.
- Pay per off-site appliance results in surprise overages that frustrate clients and damage relationships.

THE SOLUTION:

- x360Recover equips businesses with advanced features to quickly and easily recover from data loss.
- Pay per device with flat-fee storage and retention provides uniform billing clients can trust.

THE RESULTS:

- Uninterrupted business continuity even after suffering a critical data loss event like ransomware.
- Increased margins without raising prices for clients.

Device) for x360Recover and BYOC (Bring Your Own Cloud) for x360Recover Direct-to-Cloud, LRS can achieve cost-efficiency while meeting the desires of their clients, including remote capabilities.

A number of LRS clients wanted to maintain their remote environments, and x360Recover Direct-to-Cloud provided comprehensive workstation protection that reduced the impact of human error. Scott says, "I used to be concerned with not getting something because it's saved to a location I'm not aware of. I don't want clients to constantly have to be telling me that they created a new folder in this weird area, and now we have to change the backup to get it backed up." Things like Firefox and Chrome bookmarks and other file extensions also weren't backed up automatically, which means the data could be lost forever in the event of a cyber incident. With x360Recover, these things are included in the comprehensive backup and protected for a complete restore. Now, LRS isn't depending on clients to save and store things according to easily forgotten protocols; they can rely on their BCDR to protect everything.

> " In the old solution, every once in a while, backups would just fail. We'd have to create a ticket because there was really nothing I could do to fix it. Now, I don't want to say it's set it and forget it, but it will tell me if something isn't right. It sends me an email with proof the solution is backing up. You know that it's going to work, and that's a huge thing.
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> – Scott Brown, Senior Network Consultant at LRS

Achieving Greater Margins with Flat-Fee Off-Site Storage

As Scott says, "Every company is in the business of making money," and that's why Axcient solutions are designed to support MSP growth with simple and straightforward pricing. Scott explains, "We were able to get the margins we're getting by switching from a solution that was paid per off-site and moving to x360Recover, which was flat-fee and pooled. Then we could keep our pricing exactly the same, which greatly increased our margins." Also contributing to a lower total cost of ownership (TCO) was the reduction in support tickets with self-managed functionalities through the x360 Portal, higher integrity backups that don't fail, and the ability to quickly recover clients with fewer resources.

This was illustrated when a client of LRS was infected by ransomware that encrypted all of their servers and workstations on a Sunday night. With an x360Recover agent deployed on each workstation, Scott was able to quickly boot up a recovery environment, pull the latest backup, which was about an hour before the attack occurred, and dump it on the machine. Scott says, "It was exactly the way it was before the attack happened. We had to transfer roughly 250 to 400 gigs worth of data per machine, but that was no problem. We got everything back, and it was like nothing happened." "I had their entire core environment up that same night, and by the time they came in at 8 a.m., they could receive calls and do their jobs." Scott champions the easy and clear-cut recovery process of x360Recover and responsive Axcient support for the ability to keep this business running even after a potentially fatal ransomware attack.

> " It takes some places months to get back up and going after an attack. The insurance company said this is the first time they've come into an account and saw everything up and going within literally 24 hours from the time the attack happened.
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> – Scott Brown, Senior Network Consultant at LRS