



CloudBerry Managed Backup Service

Marcus Networking leaves Intronis and grows its margin by 400% with CloudBerry Managed Backup

“Our company migrated 35TB in only a few weeks and are now loving it. So, don’t be afraid, make a switch!”

Eric Marcus, the founder of Marcus Networking

CUSTOMER PROFILE

Name

Marcus Networking



Products & Services

- Managed IT
- Disaster Recovery
- Telecommunications
- Healthcare IT

Location

Marcus Networking headquarters is in Tempe, Arizona.

Customers

Small and medium-sized offices

Challenges

- Cut costs by gaining more control over the cloud storage that the company consumes and so that they can pay only for what they use;

BACKGROUND

Established by Eric Marcus in 2002, Marcus Networking is a family operated business. The company provides technology and telecommunication solutions to businesses in the Southwest United States. The Marcus Networking portfolio includes clients in Arizona, California and Nevada representing a variety of industries including medical, manufacturing, produce, finance, retail, schools and non-profits. Six years ago, as the company’s bandwidth became faster and cheaper, Marcus Networking decided to move their clients’ backups to the cloud.

BUSINESS CHALLENGE

The main advantage of cloud vs local backup that Marcus Networking saw, was that they could no longer depend on the availability of the clients’ offices. “We could fully automate our solution and manage backup failures much faster and easier without ever having to be onsite”, Eric Marcus, the founder of Marcus Networking, said. The biggest problem that Marcus Networking eventually encountered was that the company wanted to have more control over the cloud storage that they use and the licenses of the backup products that they provide their customers with. “We wanted full control over our backup service”, Marcus commented.

The IT service provider used many offsite companies in the past, from Ahsay and Asigra to Intronis. “Leaving tape and local backups behind, we realized that it would only make sense to move to a truly reliable cloud backup solution. We never stopped looking for the right one,” Eric Marcus said. The key factors for them were pricing and reliability. The reason why Marcus Networking decided to switch from Intronis backup was the cost that they were paying for their client’s heavy backups. “We wanted to be able to offer our customer those service plans that could match what their

- Find a solution with a more flexible system of purchasing product licenses in order to avoid spending customers' money on what they don't use at the moment;
- Optimize the work of the company's IT staff and save time that they spend on each customer.

Solution

CloudBerry Managed Backup Service

Results

- The company switched to the public cloud storage Amazon S3 and now pays for as much space in its cloud storage as their clients consume. As a result, their margins grew by 400%.
- CloudBerry Managed Backup allows Marcus Networking to purchase as many licenses as their clients need at the moment and buy more licenses only when a customer's needs grow.
- The IT staff is now able to save their time on diagnosing backup failures. They now save an average of five minutes per ticket.

actual needs were and also to increase our margins", Eric Marcus added. Ease of deployment and good support were two of the company's specific criteria when they started looking for alternatives to Intronis.

SOLUTION

Marcus Networking learned about CloudBerry Lab's backup solutions. After some consideration and testing, they decided to deploy CloudBerry Managed Backup for their work. "The major differences that we saw between CloudBerry and Intronis, as well as other backup products that we used before, were the ability to choose and control your cloud storage and control the licenses. You essentially pay for what you want and use. That's what we liked about it", Eric Marcus told us. One of the company's major goals was making it easier to diagnose backup failures. "With CloudBerry Managed Backup and the way that the logging works, it is very easy to check a failed backup. Compared to our previous solution, we now save on average 5 minutes per ticket", Marcus commented.

Since Marcus Networking is committed to solving both their customers' IT needs and saving their money, they appreciated the pay-as-you-go model for licenses that CloudBerry Lab offers. "This is how we prefer to work with our clients, not having to purchase or sell them more of something they are not using", Marcus said. The pricing of CloudBerry Managed Backup has allowed the IT service provider to secure new clients by word of mouth from their current base. The switch also allowed the margins to grow by at least 400%. "It's absolutely amazing, to be honest", Eric Marcus, the founder of Marcus Networking, said.

"The experience with support has also been great. We have had to call in 2 times and each time we got the answer that we needed really quickly," Eric added. The company now backs up 400 customers with 1500 endpoints and 200 servers. The total amount of data backed up with CloudBerry Managed Backup is 40TB. "We currently back up sets that use imaging for Hyper V, VMWare, bare metal instances, flat files, exchange and SQL," Marcus said.

CONCLUSION

In order to remain capable of adapting ever-changing cloud technology to their customers' needs, Marcus Networking decided to leave their Intronis backup solution behind. The company chose to store their clients' backups in public cloud storage and opted for the cloud storage provider that was most suitable for them, Amazon Web Services. CloudBerry Managed Backup allowed Marcus Networking to work directly with Amazon cloud storage and and successfully shifted all their data to Amazon. The IT service provider also benefited from the more flexible model of purchasing licenses for backup products that CloudBerry Lab offers. They now pay for as much space in its

cloud storage and as many licenses as their clients use. As a result, Marcus Networking's margins grew by 400%.

With CloudBerry Managed Backup, Marcus Networking now saves, on average, 5 minutes on managing each customer due to an easier way of diagnosing backup failures. This significantly optimizes the work of their IT staff. "Make the switch! Don't be afraid, it is well worth it. Our company migrated 35TB in over a few weeks and now are loving it", Eric Marcus, the founder of Marcus Networking said.

Start CloudBerry Managed Backup free trial:

<http://www.cloudberrylab.com/mbs>

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