CloudBerry Managed Backup Service

BootUp PC significantly improves customers' satisfaction by shifting from Livedrive to CloudBerry Managed Backup

"CloudBerry helped me to become an efficient service provider and gain more confidence in selling cloud backup. It made me sleep at night knowing that I don't rely on some backup that no one even knows if it is running."

Spencer Blackaller, Director and owner of BootUp PC

CUSTOMER PROFILE

Name
BootUp PC

Overview
BootUp PC was founded in 2009 by the IT specialists with over 10 years of experience in the IT industry. The company offers a competitive hourly rate IT service that includes support and maintenance solutions for small and medium-sized businesses. Being a small local business themselves, BootUp PC understands that SMBs need excellent customer service at an affordable price. The mission is to meet those demands and make sure that clients have complete confidence in their IT.

Products & Services

- Software and hardware maintenance
- IT support and management of cloud based products
- IT consulting
- Website design and hosting

BUSINESS CHALLENGE

Despite the fact that many BootUp PC's customers were familiar with cloud technologies, there were still a decent number of clients who struggled with it. To convince them that cloud backup was something they needed and to meet the requirements of those who experienced their big switch from tape to cloud backup a few years ago, BootUp PC had to propose a trusted and transparent cloud backup service that could be easily managed. First, the company chose Livedrive.

When the Livedrive solution was implemented, it became clear almost immediately that the lack of reporting system might be a problem. "The product simply couldn't tell whether backups went successfully or not", Spencer Blackaller, Director of BootUp PC, said. "To check reports, our IT assistants needed to log into the client's PC which was a lot of hustle, and even if the product said that backups were up-to-date, you couldn't actually know it".

Once a customer asked BootUp PC to restore a certain version of their data. The company tried to do the restore but was surprised to find out that backing up had been failing for several days. "I was asked why it hadn't been working if they pay me for the backup service. And I thought that I am actually paid for the software but not for monitoring the process. Turned out people don't really read popping up information about errors", Mr. Blackaller shared.

Since then Spencer Blackaller has always known that BootUp PC needed a solution that provides alerting. "It just there was never one around that I knew of and that would match the price point that our customers are willing to pay", he said. The company has also trialed Jungle Disk and Backup Direct, but neither of them met their needs.

SOLUTION

After having trialed Jungle Disk and Backup Direct solutions, BootUp PC decided to opt for CloudBerry Managed Backup Service that answered all requirements their company had. "The way that CloudBerry software operates is so much better. Everything seems to work as advertised. It is the best backup product that I've ever tried", Spencer Blackaller, Director of BootUp PC, said.

With CloudBerry Managed Backup, BootUp PC was finally able to check backup consistency of their clients with a quite a little bit of work. "Most cloud backup services simply don't do email alerting or if they do, they still don't allow an IT company to monitor the process on the background as easily as CloudBerry Lab does", Spencer Blackaller highlighted. "Now we can sleep tight at night knowing that backups go as it was planned".

CloudBerry Lab
cloud storage tools

Location

BootUp PC headquarters in Taunton, UK.

Customer base

Small-medium businesses with 5-25 employees based in South-West England and operating in the spheres of hospitality and manufacturing

Challenges

- Find a cloud backup solution with a reliable system of meaningful reports
- Add to the service portfolio an affordable for small businesses cloud backup service
- Set up remote management in order to optimize work of the IT stuff

Solution

CloudBerry Managed Backup Service

Results

- Enabled BootUp PC to offer an affordable cloud backup solution that helps to convince clients to shift from tape backup to cloud backup
- Significantly increased quality of the cloud backup service offered by BootUp PC
- Optimized work of BootUp PC stuff by switching to remote software management

Another thing that significantly improved BootUp PC's cloud backup service and optimized daily routine of the IT stuff is a management platform that CloudBerry Lab's solution has. It allows an IT company to set up backup plans, monitor them, create and manage users remotely. "With this platform, we can now manage more and more clients without expanding the company's personnel", Backaller said.

The last but not least criteria for BootUp PC was the price of CloudBerry Managed Backup Service. "Before I found out about CloudBerry, I had to use a solution that lacked an alerting feature and encryption, because the price of products that have them were so high that our customers couldn't adjust to it. We didn't have any other option but to offer a cheaper solution that is not monitored", Director of BootUp PC said. Now the company has both an affordable and a secure backup solution. "CloudBerry fits more for customer I want to start getting. In future, it will help me to increase my revenue because I will be selling a solution that my customers actually need," he added.

CONCLUSION

Being an IT company that offers services to small and medium-sized businesses, BootUp PC was looking for a secure cloud backup solution that their customers could afford. Director and owner of BootUp PC Spencer Blackaller had a bad experience of not having a reliable backup monitoring system, hence this was a key criterion when he opted for CloudBerry Managed Backup service. With CloudBerry Lab's solution, BootUp PC was finally able to have email alerting and to monitor the backup process on the background. Moreover, the price and easy management of the product allowed the IT stuff to optimize their work and attract new users. "CloudBerry helped me to become efficient and I gained more confidence in selling cloud backup. It made me sleep at night knowing that I don't relay on some backup that no one even knows if it is running," Spencer Blackaller said. "Now I'm not just a software reseller, I'm a trusted service provider."

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