



# CloudBerry Managed Backup Service

## Link Up Technologies Generates 3-times more margin after switching from iBackup to CloudBerry Managed Backup

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Manny Aguiar, President of Link Up Technologies

### CUSTOMER PROFILE

#### Name

Link Up Technologies



#### Overview

Link Up Technologies was founded in 2007 as an IT services company. Today it has more than 400 customers that are presented by small and medium businesses with 5-25 employees operating in different spheres. The company became a CompTIA Authorized Service Center that validates its organization's level of technical certification, resulting in competitive differentiation and customer confidence. Link Up Technologies proudly partners with Microsoft, Lenovo, Dell, and many other vendors. The company believes in talented IT specialists and service with a personal touch.

#### Products & Services

- Managed Services
- IT Consulting
- Cloud Solutions
- Hardware/Software

### BUSINESS CHALLENGE

In the context of a constantly evolving IT market, Link Up Technologies has a concrete goal to keep their service portfolio up-to-date. When it came to finding a high quality cloud backup solution, it turned out to be not an easy task. "Our previous provider iBackup was a terrible headache. We needed a solution that wouldn't be a constant hassle to deal with and was reliable", said Manny Aguiar, president of Link Up Technologies. Reliability was the most important factor when the company was considering a new cloud backup solution to switch from iBackup.

Another challenge that Link Up Technologies experienced was that many backup companies who target MSPs have well-built products, but their pricing models made it impossible for the company to be competitive. "We wanted to partner with a company that would nail both reliability and cost-efficiency," Aguiar said.

### SOLUTION

Link Up Technologies considered several cloud backup solutions designed by SOS, Intronis and GFI Max Focus but opted for CloudBerry Lab's Managed Backup Service. "CloudBerry hits the nail on the head in all necessary areas for us and that is why we chose them", Manny Aguiar commented.

The biggest difference that Link Up Technologies noticed after implementing CloudBerry Lab's managed backup solution was that now they were able to control where their data was stored. "We had no need to use cloud storage that other services forced us to use". Now Link Up Technologies is in charge of making such decisions and could choose suitable cloud storage from performance, security and pricing standpoints. With CloudBerry Managed Backup, they are also able to use multiple cloud storage destinations with different clients and avoid a single vendor lock-in. "We finally gained full control over all data we backup", Manny Aguiar added. Other important features highlighted by Link Up Technologies were branding capabilities and an online access portal for customers.

With CloudBerry Managed Backup Service, Link Up Technologies could now offer their clients an affordable backup solution for business matters and extend their client base while dropping their costs. "CloudBerry Lab's pricing was indeed tempting for us", Aguiar noticed. Still the quality of CloudBerry service was determinative. "Margin is always good, but the most important deciding factor was that their solution is reliable. If it's not reliable, then it's not sellable. CloudBerry Lab fits the bill for both reliability and margin potential".

**Location**

Link Up Technologies is based in Coral Springs, FL, USA.

**Customer base**

Small businesses with 5-25 employees.

**Challenges**

- Find a reliable and easy-to-use managed backup service
- Generate good margin, while keeping affordable pricing for end-users. Cost-efficient solution that would be affordable for clients and enable the company to create a good margin

**Solution**

CloudBerry Managed Backup Service

**Results**

With CloudBerry Managed Backup and Amazon S3 storage, Link Up Technologies reduced costs by 21% and grew their client base by 145%

**CONCLUSION**

Link Up Technologies is a forward-looking IT services company whose service portfolio lacked a trusted solution for cloud backup. With CloudBerry Managed Backup Service, they were able to solve this problem and switch from a poorly working iBackup to a reliable product. Due to the features that CloudBerry Lab offers, Link Up Technologies now chooses end-point storage for their clients themselves and have full control of all data they back up. The online access portal makes the solution truly easy-to-use. A good pricing model offered by CloudBerry Lab allows Link Up Technologies to create preferable margin, and drop costs while offering their clients a high-quality product. "Less headache and higher margins", a verdict from Manny Aguiar, President of Link Up Technologies.



STORAGE COMPETENCY