



CloudBerry Managed Backup Service

The PC Wizard drops costs by 40% switching to CloudBerry Backup

"If you want to be able to offer your clients a flexible and affordable backup service that has excellent remote management capability then look no further,"

Steve Putnam, The PC Wizard

CUSTOMER PROFILE

Name

The PC Wizard

Overview

The PC Wizard appeared on the market back in 1997 in Torrington, Connecticut, to provide PC and laptop repair for residential clients. For many years in business, the company has built its customer base up to more than 500 customers, including SMBs. Today The PC Wizard offers a full service of IT support, including design, installation, server/desktop repair, and backup. The mission of the PC Wizard is to bring big business solutions to individuals and small businesses at an affordable price.

Products & Services

- Software installation and upgrades
- Server/desktop repair
- Email support
- Backup support, etc.

Location

The PC Wizard headquarters in Torrington, CT, USA.

Customer base

Small businesses with 2-10 PCs and a server based in Connecticut and Massachusetts.

BACKGROUND

PC Wizard was started in 1997 in Torrington, Connecticut to provide PC and laptop repair for residential clients. Since then the company has grown significantly and now supports hundreds of small business and residential clients offering them a full IT service. The mission of The PC Wizard is to bring big business technologies/solutions to individuals and small businesses at an affordable price. The company takes much care to understand the customers' business processes and needs. That gives them an opportunity to customize a solution that is right for their customers.

BUSINESS CHALLENGE

The PC Wizard came to the market when IT support service had just started to appear. 17 years of business experience proved that an IT support company can only satisfy its clients when it offers them up-to-date technologies but at an affordable price. This principle, that The PC Wizard chose to follow back in 1997, was seriously tested once it had been time to switch customers from tape backup to the cloud. "When everyone started talking about cloud, it got clear that tape was going to become a history", said Steve Putnam, POSITION of The PC Wizard. "The biggest challenge was to puzzle out a wide range of cloud backup solutions that appeared on the market."

First, the PC Wizard opted for MozyPro solution but eventually got disappointed by the quality of backup. "MozyPro was having errors in the backend that prevented backups from occurring frequently. Another issue was that Mozy would stop working when a storage quota was reached", Mr. Putnam said.

Also The PC Wizard's clients were not satisfied with MozyPro retention policy (limited up to 90 days), which meant a client wasn't able to restore a copy of a document older than 90 days. Given all that, the cost of the solution was too high for such a product and The PC Wizard wasn't able to create a profit margin. Having gained their first experience of using cloud backup, The PC Wizard was ready to redefine their requirements and continued looking for a suitable solution.

"We wanted to be able to leverage the low-cost backend enterprise storage offered by Amazon S3, Windows Azure and Google Cloud. We understood that only implementing a backup software that is separate from the backend storage would allow us to lower the cost of cloud backup service and have a profit margin", said Mr. Putnam. As The PC Wizard's clients are spread all over two states, the company needed a remote management console available for all settings. A flexible retention/purge option, centralized monitoring, and client side encryption were also on the list of indispensable features.

Challenges

- Backup software that allows the IT support to set and control all backup scenarios remotely and is separate from backend storage
- Cloud backup solution flexible enough to conform to all customer demands, such as retention/purge criteria, compression and client side encryption
- A cloud backup solution that would be affordable for SMBs and that would give The PC Wizard a profit margin

Solution

CloudBerry Managed Backup Service

Results

- Today the PC Wizard provides its customers with a flexible and affordable backup service that has excellent remote management capability and can meet needs of small businesses in different industries.
- The PC Wizard's costs dropped by 40%, allowing the company to offer attractive pricing to its customers with large data stores
- The company tripled its backend storage and made its backup service profitable

SOLUTION

The PC Wizard considered a number of backup companies such as Acronis, CrashPlan, Carbonite and Barracuda, however, only CloudBerry Lab was able to offer a product that met all needs of the IT support company.

Flexibility of CloudBerry MBS has all indispensable features such as retention/purge criteria, compression and client side encryption. All of them allow The PC Wizard to create a unique backup scenario for each customer with respect to their different needs. In addition, The PC Wizard is now able to set and control backup process on all customers' PCs from an easy-to-use management console.

After implementing CloudBerry solution, The PC Wizard increased their backend storage from 3TB to nearly 8TB and cut their costs by 40%. That allowed the company to offer their customers with large data stores a cloud backup solution at a more attractive price. "We chose CloudBerry Managed Backup for a better competitive price, its independence from a single cloud vendor and a wide range of beneficial features", Steve Putnam said.

CONCLUSION

Today The PC Wizard is able to provide a much higher level of service using the tools offered by CloudBerry Lab. Flexibility of CloudBerry solution enables The PC Wizard to create a unique backup plan for each client, so that their customers are more willing to implement cloud backup. This is proved by the increase of their backend storage from 3TB to nearly 8TB. "We are very pleased with the product. We have made several suggestions for improvement and many of them have been implemented already", Mr. Putnam said. "If you want to be able to offer your clients a flexible and affordable backup service that has excellent remote management capability then look no further."



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