

Guidant Partners

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Business Challenges

Guidant Partners owns and operates its clients' IT infrastructure, so reliability and uptime need to be second-to-none

Prior BDR vendor was unresponsive and unreliable

Prior BDR vendor failed to take seriously the rapidly changing compliance requirements for cloud disaster recovery vendors, risking client loss or compliance violations

Results

Replacement of prior BDR vendor with eFolder's reliable and easily monitored BDR service

Superior data privacy, security, and regulatory compliance, enabling service delivery to stringent and lucrative industry verticals

Reduced liability and improved client retention, leading to higher overall profitability

Guidant Partners is a full-service IT partner, working to eliminate technology headaches for businesses throughout the Nashville, Tennessee metro area. Guidant Partners' value proposition includes a flat, monthly fee that absorbs all of the risks, responsibility, and costs associated with the performance of an IT system. Since 2006, eFolder Backup and eFolder BDR have allowed Guidant Partners to meet the business continuity needs of clients, while winning their trust and loyalty.

Founded in 1988, Guidant Partners serves companies looking for a completely outsourced IT services. Investing an average of \$77,000 in each of their new client's IT infrastructure, Guidant Partners provides the equipment, software, and project labor needed to deliver a reliable and efficient IT infrastructure.



"Taking a comprehensive approach safeguards our clients from business interruption and data loss. We cover all of the bases – including compliance – and clients appreciate that," says Mike Neyman, vice president of operations at Guidant Partners.

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Guidant Partners was one of the first local IT providers to offer file and folder backup, a service which provides companies with complete file level protection and the peace of mind that their data is always protected. Guidant Partners started offering additional disaster recovery services by deploying BDR appliances from a national vendor, but found that the vendor became increasingly unresponsive and unreliable over time. Operating in the healthcare, legal, and construction industries, Guidant Partners was concerned that their prior vendor failed to acknowledge and adopt new industry compliance standards and regulations.

"As an IT services provider, the liability and onus falls on us to partner with technology vendors that meet compliance requirements," says Neyman. "We did not want to risk losing business from certain industry verticals because of our BDR vendor's unwillingness to evolve."

Guidant Partners began a relationship with eFolder in 2006, becoming one of eFolder's first partners and a key influencer in the company's product direction.

"What makes eFolder unique, is that the executive team is comprised of long-time, channel industry veterans

who understand what it means to be a VAR, MSP or solution provider," says Neyman. "As we tested the product, eFolder made a concerted effort to address our security and compliance needs. It is no coincidence that eFolder is way ahead of the curve on regulatory compliance – they simply listen better than any other vendor."

In the first few months of the relationship, Guidant Partners began transitioning clients from its previous backup and BDR services to eFolder Backup and eFolder BDR.

Today, Guidant Partners' clients are backed up to eFolder's large-scale, secure, and enterprise-grade datacenters in Atlanta and Salt Lake City. These facilities are designed for 99.999 percent reliability (no more than 5 minutes average downtime per year), are SSAE 16 Type II Certified (replacement for SAS 70 Type II), and are HIPAA and PCI Compliant.

In 2013, eFolder took the steps necessary to meet new HIPAA regulations, including signing Business Associate (BA) agreements with partners, such as Guidant Partners. In addition, eFolder helps partners achieve various regulatory compliance measures, including Sarbanes-Oxley (SOX) and the Gramm-Leach-Bliley Act (GLBA).

"eFolder ensures that sensitive data is never at risk, with system monitoring, data privacy, and data integrity technologies that successfully and reliably perform the required backup operations," says Neyman.

Currently, 90 percent of Guidant Partners client base uses eFolder BDR for ShadowProtect, with plans to have all clients running through eFolder by the end of 2013; Guidant Partners' services support approximately 700 end-users, 250 servers, and 30 terabytes (TB) of data.

Neyman adds: "We have been able to maintain clients and make guarantees that were previously impossible. Finally, we are able to maintain high margins because clients will pay for the added value of a quality backup and BDR service."



Guidant Partners maximizes uptime by investing in their clients' IT infrastructure



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