

# Integrated Technology Systems

"eFolder is a successful partnership. Plus, I love the people. The people at eFolder are great to work with."

Michael Coopersmith, CEO, Integrated Technology Systems

**Company:** Integrated Technology Systems

**Founded:** 1985

**Cities Served:** NYC Metro Area

**Number of Clients:** 85

**Number of End-Users Served:** 1,100

**Business Challenge:** Struggled with vendors in the past and needed to find a BDR solution that was affordable and reliable.

**Solution:** Successful partnership to provide multiple BDR solutions to different sized clients with high gross margins.

*Integrated Technology Systems is a Manhattan-based managed service provider offering business continuity services to over 1100 end users. Deploying eFolder BDR for ShadowProtect and eFolder BDR for Replibit has allowed Integrated Technology Systems to offer full business continuity to clients in a city where disasters and emergencies occur all too often.*



*Michael Coopersmith, CEO, Integrated Technology Systems*

provided the complete solution we needed to offer our clients," said Michael Coopersmith, CEO of Integrated Technology Systems.

Integrated Technology Systems aims to provide clients with all of the tools they need to improve their business productivity. The MSP is always searching for the best solutions to keep client's downtime low — and Integrated Technology Systems' margins up.

"We've partnered with multiple BDR vendors in the past, but none of them

provided the complete solution we needed to offer our clients," said Michael Coopersmith, CEO of Integrated Technology Systems.

Coopersmith was frustrated after dealing with multiple vendors who were expensive and hard to manage. He also felt like he didn't have a relationship with any of them. "Their channel programs kept changing. I would wake up every day and not know what our partner status was," Coopersmith explains.

In 2012, Coopersmith began to seek out alternative solutions from another technology partner. It was then that Integrated Technology Systems found eFolder and initiated the partnership to begin deploying eFolder Backup, a file-level backup solution for servers and workstations, to its clients.

After deploying eFolder Backup to just a few clients, Integrated Technology Systems began to have conversations with their clients about the need for business continuity. That's when Integrated Technology Systems introduced eFolder BDR for ShadowProtect, which pairs the power of StorageCraft's image-based backup software with the storage and recovery capabilities of the eFolder Cloud. "We live in New York," says Coopersmith, "In the last 15 years we've experienced 9/11 and Hurricane Sandy. Our clients need to be prepared to face the risk of downtime."

And downtime is very real. In 2015, one of Integrated Technology Systems' clients, an advertising agency, had a leak in the server room and the entire room flooded.



*Integrated Technology Systems utilized eFolder BDR for ShadowProtect to virtualize a client's server when the entire server room flooded.*

Integrated Technology Systems had been utilizing eFolder BDR for ShadowProtect with this client and was able to virtualize the company's server and get the business back up and running within 4 hours. The client's insurance company eventually replaced the server 24 hours later, but Integrated Technology Systems could keep the client's downtime to a minimum, ensuring the advertising agency's productivity and happiness.

Finding much success with eFolder BDR for ShadowProtect, Integrated Technology Systems sought to add another recovery solution to their portfolio. In 2015, they added eFolder BDR for Replibit as an alternative solution for their clients. Standout features of eFolder BDR for Replibit include chain-free backup technology and deep ConnectWise integration, making it an excellent solution for MSPs who need a capable and reliable business continuity solution. Integrated Technology Systems deployed eFolder BDR for Replibit to a client who needed a new location to back up 7 TB of data off-site. "That was, to say the least, a big learning curve," Coopersmith admits. "But we got it working."

Integrated Technology Systems' strategy with regard to image-based backup is to deploy larger clients on eFolder BDR for Replibit, while smaller clients with 10 users or less are deployed on eFolder BDR for ShadowProtect. This reasoning is based on costs and keeps it so that even smaller companies can still have affordable access to business continuity and backup and disaster recovery.

Since partnering with eFolder in 2012, Integrated Technology Systems has been able to provide their clients with multiple solutions to fit their needs at over 50% gross margins. "eFolder is a successful partnership," Coopersmith says, "Plus, I love the people. The people at eFolder are great to work with."



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