

NCC Data

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Daren Boozer, CEO, NCC Data

Business Challenges

SMB clients that lack the budget for replicating the existing environment at a colocation

Lack of cost-effective backup and BDR solution that matches SMB demands

High risk as a result of data management, online email and dedicated servers

Results

Cost-effective offering for SMBs, backing-up and restoring data locally and remotely in a secure, guaranteed manner

Range of backup and BDR services to meet clients' different stages of growth

Increased profitability from upselling existing client base, especially through the introduction of business continuity services

In seven years, NCC Data has transformed IT for more than 50 small- and medium-sized business in the Dallas-Fort Worth-Arlington area. Today, NCC Data uses eFolder to give SMB clients reliable business continuity solutions that they can afford.



Daren Boozer, CEO,
NCC Data

When NCC Data entered the SMB market in 2007, they had already scoped out the opportunity for backup and BDR services.

"SMBs were increasingly adopting technology and facing the same problems as the enterprise – power outages, human error and security breaches – issues that any size business faces today," says Daren

Boozer, president and CEO of NCC Data. "But unlike the enterprise, SMBs lacked a disaster recovery solution, mostly because they did not have the budget to replicate their existing environment at a colocation."

NCC Data saw the opportunity to provide their clients with higher information availability and rapid recovery that was usually only reserved for enterprises.

"With our clients, we were moving past the education phase to a point where they understood the value of instantly backing up and restoring data locally and off-site," says Boozer. "The only remaining obstacle was cost."

The backup and BDR vendor that NCC Data was seeking needed to be economical enough for its small business clients to adopt, while still allowing for double-digit profit margins day in and day out.

NCC Data partnered with eFolder to begin offering eFolder Backup, a business-grade file and folder backup service that securely and reliably backs up client data off-site and provides multiple methods for data recovery. eFolder Backup is layered on redundant storage with additional software-based forward correction, end-to-end data integrity checks, and proactive, automated file-integrity scanning to guarantee zero data loss.

Using eFolder Backup, NCC Data's deployment process is made easy: NCC Data begins by setting the credentials and pass phrase, selecting the data to backup, and setting a backup schedule. After the initial backup is configured, only the block-level changes are sent across the network.

Once configured, NCC Data can monitor the status of all services for all customers from a single web page in the partner portal or pipe notifications into their PSA software. In the event of a problem, they are proactively alerted. NCC Data can restore data within minutes, using the eFolder restore wizard.

Currently, NCC Data implements basic file and folder backup across approximately 60% of its clients.

"eFolder Backup is a great entry point for our existing client base and a conversation starter with prospects," says Boozer. "It's one more arrow in the quiver."

With eFolder Backup in place for the majority of clients, NCC Data is now making the push to upsell clients to more robust BDR services. Besides just protecting their critical business data, NCC Data clients that upgrade to eFolder BDR can

get a true business continuity solution that helps them eliminate risks from business interruptions. With eFolder BDR, clients can recover all of their mission critical servers and applications locally on the BDR appliance in the event of an on-site server failure.

Moreover, in the event of a site-wide disaster such as a fire, flood, or natural disaster, client servers can also be quickly recovered and operated in the eFolder Continuity Cloud, delivering a vital uptime guarantee. To date, NCC Data has upsold 30% of its clients on eFolder BDR services.

"We're giving clients access to enterprise-grade business continuity services at price points they can afford. The result is two-fold: we're able to match our clients' growth better than any other provider in the market, and in the process, we're making our existing client base more productive and profitable. That's a win for us and our clients."



NCC Data clients can take advantage of affordable, enterprise-grade business continuity services



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