

Tandem Systems

“Having a compelling BDR offering was integral to transitioning away from break-fix and into managed services. Partnering with eFolder has benefited the company and our clients.”

Callum Woods, President, Tandem Systems

Business Challenges

Break-fix business model that limits client support and revenue opportunities

Clients with unreliable tape backup and slow recovery options

Clients unable to back up critical server data, such as Exchange databases

Results

Switch to a managed services model, enabling introduction of a backup and disaster recovery solution

Deployment of business-class BDR, leading to increased resiliency and low support costs

BDR solution with wholesale per-server pricing and generous amounts of cloud storage, enabling predictable costs and unlocking high gross margins

Founded in 2010, Tandem Systems provides a variety of managed services, such as backup, security, and networking, to over 75 clients in and around Manchester, England. Deploying eFolder BDR for ShadowProtect has enabled Tandem Systems to bring business continuity down to the SMB level.

They say fortune favors the brave. Perhaps that's why Tandem Systems, a Manchester-based managed services provider, has succeeded by completely changing the way it does business.



Callum Woods, President,
Tandem Systems

"It has always been at our core to support clients in the best way possible," says Callum Woods, President of Tandem Systems. "When we need to change our strategy to meet that goal, we're not afraid to pivot."

When Tandem Systems was formed five years ago, the company only resold perpetual hardware and software licenses to

its clients and provided them with break-fix support. Unfortunately, since Tandem Systems was not collecting revenue from its clients on a recurring basis, the company could not afford to provide clients with true, business-class data protection services.

In 2014, Tandem Systems switched over to a completely managed services model in order to provide clients with business-grade solutions. "That was a catalyst for a number of changes in our business," states Woods.

A glaring deficiency in Tandem Systems' managed services portfolio was that of a business-grade backup and disaster recovery (BDR) solution. The MSP's tape-based backup services did not meet client expectations and caused Tandem Systems more headaches than anything else. "Relying on tape backup meant that we basically had to hope and pray the server didn't blow up — if that happened, our clients faced about a week of downtime before we could get them back up and running," says Woods. "It was clear we needed to offer a better alternative."

Soon after making the transition to offering fully managed services, Tandem Systems discovered eFolder BDR for ShadowProtect, a BDR solution that combines StorageCraft's image-based backup software with the power of the eFolder Cloud. By deploying eFolder BDR for

ShadowProtect, Tandem Systems can promise clients that even in case of a disaster, their data can be recovered in just minutes or hours.

One of Tandem System's clients, a dental office that has been a client for more than four years, previously relied on tape to back up its files. During an account review with the dental office, Tandem Systems learned that the tape was beginning to fail, explained the importance of off-site backup and recovery, and started the BDR deployment process. Deploying eFolder BDR for ShadowProtect not only provided the client with the peace of mind that their data was safe, but also helped Tandem Systems improve its quality of service in a recurring revenue model.

Another client, a cash and carry business with 12 locations, had a backup system in place already, but Tandem Systems' remote monitoring and management tool revealed that the client's Exchange server was not being backed up. "They were paying a lot of money, but they weren't actually getting much for it," remarks Woods.

By deploying a BDR appliance on-site and backing up the Exchange server to the cloud using eFolder BDR for ShadowProtect, Tandem Systems was able to provide the cash and carry business with



Tandem Systems provides off-site backup for a cash and carry business's Exchange server

better resiliency and uptime guarantees — all at a lower cost. Plus, Woods adds, the ability to initiate test recoveries regularly gives his clients the reassurance that everything is working as planned.

In addition to increasing client satisfaction, deploying eFolder BDR for ShadowProtect as a managed service has helped Tandem Systems' bottom line. eFolder BDR for ShadowProtect's fixed per-server pricing enables Tandem Systems to generate gross margins upwards of 55%.

"Having a compelling BDR offering was integral to transitioning away from break-fix and into managed services," says Woods. "Partnering with eFolder has benefited the company and our clients."



Corporate Headquarters

2340 Perimeter Park Drive, Suite 100, Atlanta, GA 30341 ■ 800-352-0248 ■ 678-888-0700
www.efolder.net ■ info@efolder.net

©2015 eFolder, Inc. All rights reserved. eFolder™ is a trademark of eFolder, Inc. 09/15 EF 447