

# Business Information Solutions

“When we talk about eFolder, what stands out is the breadth of their solution.”  
Phillip Long, CEO, Business Information Solutions

## Business Challenges

Three different vendor relationships to manage

Inconsistent business continuity product line, decreasing confidence, and lackluster growth

Higher labor costs associated with training and deploying and maintaining distinct vendors' products

## Results

Vendor consolidation for better support and lower labor costs

Broader solution leads to higher managed services revenue and broad client adoption

Decreased costs and increased revenues result in improved profitability

*Business Information Solutions (BIS) is an IT service provider delivering outsourced IT services to small- and medium-sized businesses on the Gulf Coast. Standardizing on a select group of industry-leading technology vendors, such as eFolder, has allowed BIS to better serve their clients and improve profitability.*

Business Information Solutions clients outsource their IT operations to increase employee productivity, reduce downtime, and mitigate other business risks. In 2009, BIS began offering cloud backup and disaster recovery (BDR) services at a time when clients were transitioning from tape and other legacy backup approaches.

"When companies started moving towards paperless offices, our clients needed a highly reliable backup solution," says Phillip Long, CEO of Business Information



*Phillip Long, CEO, Business Information Solutions*

Solutions. "When they realized that their data is their business, clients from a diverse set of industries flocked to the new backup and BDR systems."

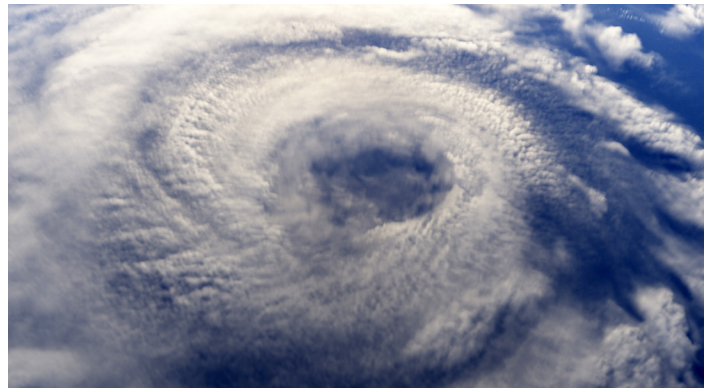
BIS originally offered backup and business continuity services through two different vendors. BIS partnered with a local company for basic file and folder backup and with a large, nationwide vendor for BDR services. The company had also added a third vendor for cloud file sync services.

"When you source through several different vendors, you run the risk of inconsistent support and higher labor costs," says Long. "In our situation, we were not getting quality support and technical issues were not being quickly resolved. We were not confident in our solutions and were not aggressively promoting them to our clients. As a result, revenue growth was suffering."

As more clients demanded cloud backup and BDR, BIS realized that it needed an integrated solution to meet client needs.

In 2011, the company transitioned all of its cloud backup and BDR services to eFolder.

With eFolder, BIS was able to take advantage of personalized vendor training, professional pre-sales engineering support and quality post-sales technical support from eFolder's US-based support organization.



*BIS is in the heart of hurricane alley*

BIS is able to monitor all its services from a single eFolder portal and now there is only "one throat to choke" when support is needed. BIS brands its eFolder backup solution as BIS Business Backup and the eFolder business continuity solutions as BIS Data Guard.

"Rather than dealing with several distinct vendors, it made more sense to partner with a single, channel-focused technology vendor that shared our passion for reliability and excellent service," says Long. "Having a single, reliable vendor has given us the control and confidence to deploy business continuity services across all of the different verticals we serve and to incorporate cloud backup and BDR into more than 90 percent of the proposals we make."

Presently, 100 percent of clients under BIS's managed service offering utilize an eFolder powered cloud backup and BDR service, which includes 161 companies, more than 300 protected servers, and more than 2,500 end-users.

In 2013, eFolder also became the select vendor for BIS file sync services. eFolder's Anchor product line offers the only cloud file sync built exclusively for the needs of MSPs and VARs.

"When we talk about eFolder, what stands out is the breadth of their solution," says Long. "We are able to combine local backup, cloud backup, BDR and cloud file sync into our service offerings; we can introduce these products in unique combinations into any client environment; and because it's a single vendor, we benefit from a superior support experience and lower labor costs. For our clients, this adds up to better protection for their productivity and higher satisfaction. And for our bottom line, it means better profits and a true win-win relationship."



**Corporate Headquarters**

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