

LANAIR Group, LLC

"eFolder gave us the option to leverage our preferred hardware vendor and build our own BDR appliances."

Neil Hawkins, Partner and Chief Operating Officer, LANAIR Group, LLC

Business Challenges

A desire to preserve existing hardware investments in BDR appliances, while switching to a new business continuity service provider

Too many BDR vendors requiring forklift upgrades and standardization on proprietary hardware appliances

Liability of protecting data and uptime for more than 300 SMB and enterprise clients

Results

Flexible BDR deployments options that enable LANAIR to combine eFolder cloud services with third party BDR appliances

Scalable multi-tenant service that reduces labor and ongoing monitoring and management expenses

Improved profitability through more rapid client adoption, higher recurring revenues, and predictable operating expenses

LANAIR Group, LLC provides information technology consulting services to businesses world-wide. With offices in Los Angeles, Santa Bara, Chicago, and Dallas, the company serves more than 300 SMB and enterprise clients in a wide variety of industries. By partnering with eFolder in 2007, LANAIR has successfully grown its backup and disaster recovery services, while benefiting from eFolder's "build your own" BDR deployment option.

LANAIR organizes its extensive list of services into four divisions: IP/Telephony; Security Services; Control Point Monitor (Managed Services); and IT Services. In 2006, the company began offering cloud backup and BDR services through a proprietary cloud infrastructure.

"At the end of the day, there are only two types of hard drives: those that have failed and those that will fail," says Neil Hawkins, partner and chief operating officer at LANAIR Group, LLC. "By offering Backup and BDR with a proprietary approach, we were assuming a lot of additional liability. Liability was a big concern – a headache and a nightmare, really."

LANAIR surveyed competing vendors, but company executives were concerned that they would be unable to leverage their existing BDR appliance investments and hardware vendor relationships.



LANAIR brands its BDR service as LANAIR Backup and uses proprietary BDR appliances

a large vendor could provide, but wanted to leverage the hardware investments we had already made in BDR appliances."

In 2007, LANAIR chose eFolder. Considering that eFolder's actual measured uptime exceeded 99.998 percent, LANAIR had confidence that eFolder was a reliable partner. LANAIR also appreciated eFolder's flexibility in BDR hardware deployment and branding options.

"Competing vendors were very focused on locking us into their ecosystem," says Hawkins. "We wanted the technological guarantee that

"eFolder gave us the option to leverage our preferred hardware vendor and build our own BDR appliances," says Hawkins. "They provided the rest of what we needed: software licensing, cloud storage in the eFolder Cloud, global monitoring of our BDR deployments, and most importantly, guaranteed cloud data protection, virtualization and recovery options that reduced our liability."

LANAIR transitioned clients to eFolder Cloud for ShadowProtect, a service that backs-up StorageCraft ShadowProtect backup images to the eFolder Cloud and allows partners to marry the eFolder cloud services with their own preferred brand of BDR appliance for onsite storage and local recovery. The eFolder Cloud for ShadowProtect allows partners to leverage image-based backup and offer their clients robust and reliable cloud data protection and server continuity.



PartnerDirect
Premier

LANAIR standardizes on Dell brand servers for its BDR appliances

These services are completely branded and offered to clients as LANAIR Backup. Clients can restore recent versions of data or perform point-in-time restorations. Server recovery or file-level restores can be performed onsite or from the eFolder Continuity Cloud if the main location is inoperable for any reason.

Applying eFolder's multi-tenant management structure to manage clients has allowed LANAIR to scale the service without hiring more engineers. Since adopting eFolder, the company has experienced a significant percentage decrease in support tickets and faster resolution of issues, while increasing client adoption of business continuity services.

Hawkins adds: "In making the switch to eFolder, we now have a global view of our growing client base. While resolving issues for client A, we can simultaneously satisfy client B. In the world of managed services, reducing labor and redundancies is a tremendous competitive advantage that eFolder has enabled."



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