

ACCELERATING BACKUP & CONTINUITY FOR SMALL AND MID-SIZED BUSINESSES

Integrated Enterprise Solutions Selects Axcient/HP Solution for its Customers

Integrated Enterprise Solutions, Inc. (IES) is a full-service IT provider in the mid-Hudson River valley region of New York State. As a specialist in providing total IT support and service to customers that have no internal IT staff, as well as a consultant to larger companies on specific projects and technologies, IES understands that clients of all sizes need enterprise-class solutions to protect their mission-critical data, prevent business outages, and satisfy data retention requirements.

Eric D. Gorman is the co-founder, Executive Vice President, and Chief Operations Officer of IES. In just a few months, his firm has already installed close to twenty Axcient data backup and recovery solution systems. Gorman says that fast adoption rate is the result of Axcient's ability to provide a complete data protection service for small and medium business customers that protects their data in three ways:

- First, an Axcient appliance that resides in your workplace provides fast, local backups and restores with recovery point objectives that suit your business needs.
- Second, the Axcient appliance is capable of failing over multiple servers for business-critical applications such as Microsoft Exchange. In the event of a server failure, your Axcient appliance keeps your business up and running until a replacement server is available.
- Third, a copy of your data and server images are automatically sent via the Internet to Axcient's secure, SAS 70 II certified data center, at customizable intervals.

The Choice for Better Business Protection

IES became an Axcient partner after realizing that earlier backup solutions were not meeting customer needs. "We partnered with a local data center company and resold their solution as a package, but it was limited to offsite file-and-folder backup so restorations took a long time to complete," Gorman said. "That made bare-metal restores an arduous process because we had to put the operating systems on the hardware, then load the vendor software to pull the files and folders from the secure data center where it was being stored."

Slow speeds set IES searching for a faster solution. After comparing several new products, including Axcient and Barracuda, the company selected Axcient based on its



unique features. "We felt that file and folder backups just were not enough, and we needed the bare metal restore functionality," Gorman recalled. "Plus, we got a bonus with Axcient with its advanced server failover technology. We had not even been looking for it, but once we understood what it was about, it was by far one of the best features of the product."

Comprehensive Backup and Restoration

Business Continuity is one of three elements of Axcient's data protection for small and mid-sized businesses. It helps ensure server and application uptime by supporting failover of physical or virtual Windows SBS, Windows 2003 or Windows 2008 servers to the local appliance itself. Through a user-configurable process of disk image backup and versioning, the appliance automatically creates complete server or desktop images of multiple machines, so if one of the customer's systems fail, business-critical operations can continue on the appliance until a replacement server is ready.

"The way Axcient essentially virtualizes the backup is something that we hadn't thought of before," Gorman said. "It provides that flexibility that we can do a quick recovery and get our client back to work within a matter of hours or minutes instead of taking a whole day. We've already had a situation where we had the customer back up and running within an hour while we were fixing the problem with their main server. It was a beautiful thing."

AXCIENT™





Greater Speed and Manageability

The Axcient appliance also accelerates file and folder restorations by storing data on the local appliance as well in encrypted form at one of Axcient's SAS 70 II data centers in North America. This allows nearly instantaneous, local recovery of lost data due to causes as common as power surges, disk drive failures, as well as off-site protection against fire, theft, sabotage, natural disaster, or other calamities.

Gorman also praised Axcient's speed of implementation. "In all of our implementations to date, we have been able to get everything up and running and configured with a backup schedule in place and protection started, in a single day or less," he said.

Ongoing management is also made easy by Axcient's remote console feature. "We can go to a single location and see all the Axcient systems at all of our various customers," Gorman explained. "With a single system dashboard we can get a quick visual image of the status of those devices and see immediately if there's anything wrong, and fix it remotely."

A Boost for Virtualized Environments

Gorman also considers Axcient's data backup solution a great fit for customers utilizing server or desktop virtualization solutions such as VMware. "As a VMware

Professional-level partner, we expect that 90 percent of our customers will be in a virtualized environment by the end of the year," he said.

Although the VMware software provides image backup and data protection features, Gorman said they are too expensive for many small or mid-sized businesses. "It's all licensed products that cost extra, and some of our customers can't afford an enterprise-class license from VMware. But they can get the same peace of mind with the Axcient platform, and because it's all compatible with VMware, that has become a great selling point for us."

Backed by HP quality

Axcient's hardware solutions are based on proven HP technology, assuring dependable operation and reliable service. As an HP solution partner, Axcient's data backup and recovery services are also backed by HP's global support and service resources. The powerful combination that Axcient and HP provides has proven to be another potent selling point for IES.

"Several customers who had been running their entire business on HP and had been very happy with it, were undecided about the Axcient appliance," Gorman observed. "But once they found out it was HP hardware, it was almost a slam dunk. HP quality gives them the comfort level that, if something happens, they can rely on their backup solution. We're really excited that Axcient and HP have teamed up to provide us this solution. It's a big win for us and our customers."

Contact Axcient today

Axcient's easy-to-use, flexible backup and recovery solution provides the data protection and operational continuity your small or mid-sized business customers need to keep data disruptions from turning into disasters. And because data protection is delivered as a service, with a predictable monthly expense and no up-front hardware costs, the Axcient solution is more affordable to more customers.

Find out how Axcient's hybrid backup and recovery solution fits into your customers' business and budget. Contact Axcient today for more information or an on-site demonstration.

Visit: Axcient.com/HP or call: (800) 715-2339



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