

*"Our customers trust us to find the most reliable solution that they can depend on in the event of data loss or disaster. If a solution is difficult to set up and understand it's a red flag, because I know that will be trouble during a disaster. I was attracted to Axcient right away. In less than two hours I completely understood the solution and knew it would meet the storage demands of our customers."*

**Kenneth McDaniel**  
Director of Technology



## Business Continuity And Disaster Recovery Solution Provider Reduces Training And Installation Time By 75% With Axcient

*AsceNT Technologies Cites Ease of Installation, Scalability and Remote Management Interface as Key Benefits of Axcient Solution*

### Company Background

AsceNT Technologies is an IT solution provider that offers business continuity, disaster recovery and data protection solutions to over 100 small and medium-sized businesses in a variety of industries. Its customers' storage and server environments range from one or two PCs with no servers to over 15 servers and hundreds of computers. AsceNT Technologies' service and support makes it easy and affordable for SMBs to reliably manage their data. The company chose to resell Axcient's comprehensive data protection solution to its customer base. The Axcient solution's ease-of-use and scalability plus intuitive interface attracted AsceNT Technologies.

### The Challenge

Irrespective of size or industry, all of AsceNT Technologies' customers require a comprehensive, reliable, easy-to-use, and easily scalable data protection and business continuity solution. Prior to offering the Axcient solution, the company often spent countless hours learning how to implement, manage, and use other disaster recovery solutions that had many agents and then spent another full workday implementing the solution onsite. As Kenneth McDaniel, director of technology at AsceNT Technologies, explains: "I need something that's easy to understand. The other solutions I used took two days of training and it felt like getting information through a fire hose. No one can reasonably be expected to retain all of that information during training, which could spell trouble during a disaster."

In addition, many of the solutions McDaniel tried required up front hardware costs that locked a customer into a specific hardware investment and made it difficult to scale quickly and cost-effectively as their data needs grew. Because of its small staff and limited resources, AsceNT Technologies needed to cut down on the time to implement a solution in order to improve productivity and increase profitability. The company also needed a solution that could scale as customers' needs changed, while still providing a reliable and comprehensive solution with an interface that was intuitive should a customer need to access it.

AsceNT Technologies' previous disaster recovery solutions required up to eight hours to install plus took days of training. This was a problem because the solutions were too complex and required sending staff to the customer location; having staff out of the office equaled loss of revenue and decreased productivity. In addition, its custom Bacers' data growth rate was averaging 25-50 percent annually, so the company was finding it difficult to offer affordable solutions that could keep up.

## AsceNT Technologies

*"I appreciate that I don't have to pay for equipment upfront. With other vendors, my customers are locked into a particular device and are unable to scale beyond its size and capabilities. Axcient's approach makes it easy to do business because it addresses both the needs of my customers and my unique needs as an IT solution provider."*

**Kenneth McDaniel**  
Director of Technology



### The Solution

Axcient's hybrid on-premise and cloud data protection and business continuity service was easy to understand and required less than two hours of training. In addition, because the solution is agentless it can be installed in less than an hour and also can be managed remotely. The solution is able to cost-effectively scale due to its **pay-as-you-grow** model and requires no upfront costs for hardware.

Axcient's agentless solution was easy to install and was up and running in less than an hour. In addition, McDaniel and his staff were trained in less than two hours and were able to start selling it immediately. This gave staff more time in the office and didn't require them to go to an off-site training. The Axcient remote management console enabled AsceNT Technologies to manage its customers' onsite appliances remotely while providing easy-to-understand reports. Most importantly, Axcient provided AsceNT Technologies a solution that **required no expensive or long-term hardware** investment thus making it easy and affordable to scale at any time.

### The Business Benefits

By offering Axcient's agentless solution, AsceNT Technologies has reduced training and installation time by at least 75 percent thereby freeing up time to both better service its existing customers and bring in new customers to grow the business. Furthermore, AsceNT Technologies saves time and resources by accessing and managing customers' devices remotely, via the Axcient remote management console, rather than taking time to visit the customer's location. With Axcient's **pay-as-you-grow model of software-plus-hardware as-a-service**, AsceNT Technologies is able to scale cost effectively as their customers' storage needs change.

The company can accomplish this by swapping out a customer's existing appliance, and then replace it with a new one that has larger storage capacity and only pay the difference of the new subscription fee. This saves the customer money and makes it easy to upgrade. McDaniel says, "I appreciate that I don't have to pay for equipment upfront. With other vendors, my customers are locked into a particular device and are unable to scale beyond its size and capabilities. Axcient's approach makes it easy to do business because it addresses both the needs of my customers and my unique needs as an IT solution provider."

### Reduce installation time by 75 percent

- Fast and easy to deploy
- No software to install
- Straightforward web-interface required little training
- No investment in backup infrastructure build-out or deployment
- Scale rapidly and economically as customers' storage needs change
- Increase productivity and profitability because of remote management of customers' onsite appliances

**The Axcient data protection solution enabled AsceNT Technologies to:**