

# SERVICE, SUPPORT AND SPEED MAKE CLOUDFINDER TOP CHOICE FOR MICROSOFT 365 BACKUP

## Partner Success Story

# Axcient

Avagio is an independent, IT support, security and cloud integration managed service provider (MSP) supporting small and medium-sized businesses (SMBs). Based in southwest England, Avagio has been serving a wide range of sectors for 15 years, with 60-70 current clients who range in size from one to 250 users. After StorageCraft consistently failed, along with the solution provider's support capabilities, Liam Broughton, Avagio's Service Director, sought help from a familiar friend, Axcient. Since moving to CloudFinder, Liam's been impressed with easy installation and authentication, quick and responsive support, and fast data restore.



**AVAGIO**  
Worry-Free IT

“ CloudFinder is much easier to use and much easier to navigate. It was really easy to set up and we haven't had to raise any issues. Support has been great...really proactive in talking to me about how we set up our accounts. We like Axcient, and would rather work with them than anyone else.

– Liam Broughton, Service Director at Avagio

Avagio consider themselves the face of IT and speak “pure human,” rather than jargon. They focus on how people use technology rather than the technology itself, and believe good communication is key to everything they do. With these values, it's no surprise Liam thought of Axcient when StorageCraft wasn't delivering.

Liam needed a solution that not only did what it was supposed to do – backup Microsoft 365 data – but provided that pure human collaboration between solution provider and MSP. Additionally, with 400 Microsoft suites, Avagio needs a solution that's easy to install, navigate, and manage, for quick restores and uninterrupted data availability. Axcient's CloudFinder is meeting those needs as Avagio continues expanding its use across existing clients, as well as new and prospective clients using security webinars and other education-based marketing strategies.

“ Compared to our previous product, the administration of CloudFinder was much easier, as well as the initial set up. The authentication of Microsoft 365 was much better too. We used to need a username and password to maintain security, and go through two-factor authentication – which would break every now and again. With CloudFinder, you click a few buttons and it's got the API access it needs to run its service.

– Liam Broughton, Service Director at Avagio

#### THE PROBLEM:

- Backup solutions don't backup data consistently and completely.
- Poor support from solution providers make MSPs appear unreliable to clients.
- Relying on Microsoft for disaster recovery can take weeks.

#### THE SOLUTION:

- CloudFinder proves its value with detailed reporting, monitoring and verification of activities.
- Axcient is a Channel-only, partner-centric provider invested in the success of MSP partners.
- CloudFinder provides near-instant restores at both a granular and user level.

## ABOVE ALL, BACKUP SOLUTIONS MUST BACK UP.

No matter what solution an MSP is providing to their clients, one thing must be true for it to be in your stack – it must work. Liam’s major pain point with StorageCraft was that it didn’t work. He explains, “The backup would just fail or not complete. You’d raise a support ticket and three days later, you hadn’t had a response and you have to chase them down. And three days after that, you get a snotty, unfriendly email saying, ‘we can’t give you an update as to when it will be solved.’ You might even get a ticket closed, even if you’re still having issues. Or not get an update for a week, even if you’re chasing them every day.”

Not only did StorageCraft not do what it was supposed to do, but support couldn’t be counted on to quickly rectify problems. Liam sums it up, “It just wasn’t reliable and our clients couldn’t rely on them to restore their data.” When Avagio inquired as to why backups kept failing, they were blamed for adding too many accounts. Liam laughed at that reasoning since he really doesn’t think they were adding that many accounts at the time and came to the conclusion, “it just wasn’t built out enough on the backend.”

CloudFinder ensures comprehensive backup of all Exchange, OneDrive, SharePoint and Teams data with detailed reporting, monitoring and verification of activities – so you always have confirmation of backup. “Too many accounts” is never a concern with unlimited data storage and retention, including for deactivated users, to avoid accidental deletion of files that could be necessary later. These features were especially important during the COVID-19 pandemic, when remote work became mandatory worldwide.

Liam talks about utilizing Axcient’s free CloudFinder licenses that were made available in response to the crisis. “The big opportunity that came off the back of COVID-19 was to emphasize the security necessary with Microsoft. You’re putting a lot more data into the Cloud, Teams, Sharepoint, Outlook, and you just can’t take the risk.” He goes on to say, “With Axcient’s relief opportunity, we got a lot of clients on CloudFinder and we’re hoping they stay on it. Everyone is very thankful for the help.”

## NEAR-INSTANT RESTORE ENSURES BUSINESS CONTINUITY

Without complete backup, you can’t promise fast restore. Liam talks about using CloudFinder to not only restore a client’s SharePoint site, but also create a safeguard so the same accidental deletion isn’t repeated. “Instead of trying to recover the deleted group – which is what deleted their SharePoint site – we used CloudFinder. It was much quicker than doing it through the 365 site. We just put the data back into a site where we had better control, rather than making the user an admin of the group again, and risking another deletion.”

CloudFinder guarantees data access with granular, full text search and rich filtering across all users and services, for near-instant restores. Point-in-time restores can be utilized to quickly export data from a web browser to find what you need fast. Once you find the data, non-destructive restores are performed with a single click.

Liam goes on to explain, “Minimally, and I mean at the very minimum, it takes 48 hours to restore if we have to talk to Microsoft. I think the last one we did took about three weeks! So you can imagine the huge impact on clients’ businesses to be missing data for even two days. But using CloudFinder, rather than having to rely on Microsoft, makes it much easier and faster.”

### ABOUT AXCIENT:

Axcient is an award-winning leader in business continuity and cloud migration solutions for Managed Service Providers (MSPs). The Axcient x360 platform enables MSPs to Protect Everything, and includes BCDR, Microsoft 365 Backup, and Secure Sync & Share. Trusted by MSPs worldwide, Axcient protects businesses data and continuity in the event of security breaches, human error, and natural disasters.

For more information, visit [www.axcient.com](http://www.axcient.com).

### CONTACT US:

Axcient, 707 17th Street, Suite 3900, Denver, CO, 80202  
Tel. 720-204-4500 | [axcient.com](http://axcient.com)

FOLLOW US:

