

MSP GROWS BUSINESS CONTINUITY MARGINS BY 200%

Partner Success Story

Axcient

Lair Services gives small and medium sized businesses the custom IT services and solutions they need to fit their goals. Tampa based owner, Thomas Raad, needed a business continuity solution that he and his clients could trust. After migrating to Replibit, not only could he guarantee rapid restoration and security, but he was able to grow his business exponentially.

“ Replibit has enabled me to be more aggressive and I’ve been able to win more deals.

- Thomas Raad, Owner of Lair Services

Migrating all of your clients to a new business continuity solution isn’t easy and it’s certainly not something MSPs do willingly without just cause. But when doing so means lowering cost per license and achieving a 200% increase in margins all while improving on legacy solutions, that decision becomes pretty easy. Fortunately for Thomas Raad, owner of Lair Services, an MSP specializing in a tailored IT services and solutions for small and medium businesses, the decision to implement Replibit was one that paid off.

ENABLING GROWTH WITH BUSINESS CONTINUITY SOLUTIONS

Lair Services was relying on the same solution a lot of MSPs fall victim to, first generation BDR. Unfortunately, most companies who are stuck with older BDR technology and haven’t considered modern business continuity solutions very often and end up sacrificing capabilities and margins. In fact, most businesses only migrate to a new service provider once every four to five years. If you haven’t evaluated true business continuity solutions that offer the greatest choice for you and your clients, you could be losing out in more ways than one.

Luckily for Thomas, Lair Services, and their clients, they recently added Replibit as their business continuity solution. While Lair Services has been a partner with Axcient since 2010, when Replibit became available it just made sense to switch. With chain-free technology, Replibit eliminates manual processes, guarantees the integrity and restorability of backups, and maximizes availability by minimizing downtime.



THE PROBLEM:

- Legacy tools are too expensive with less functionality.
- Failed to increase end point license price while increasing value.
- Grow margins to reinvest into company resources.

THE SOLUTION:

- Saw enhanced benefits while maintaining efficacy of legacy solutions.
- Increased end point license price by 3x with Replibit’s all-in-one solution.
- Grew margins 200% by migrating 100% of clients to Replibit.

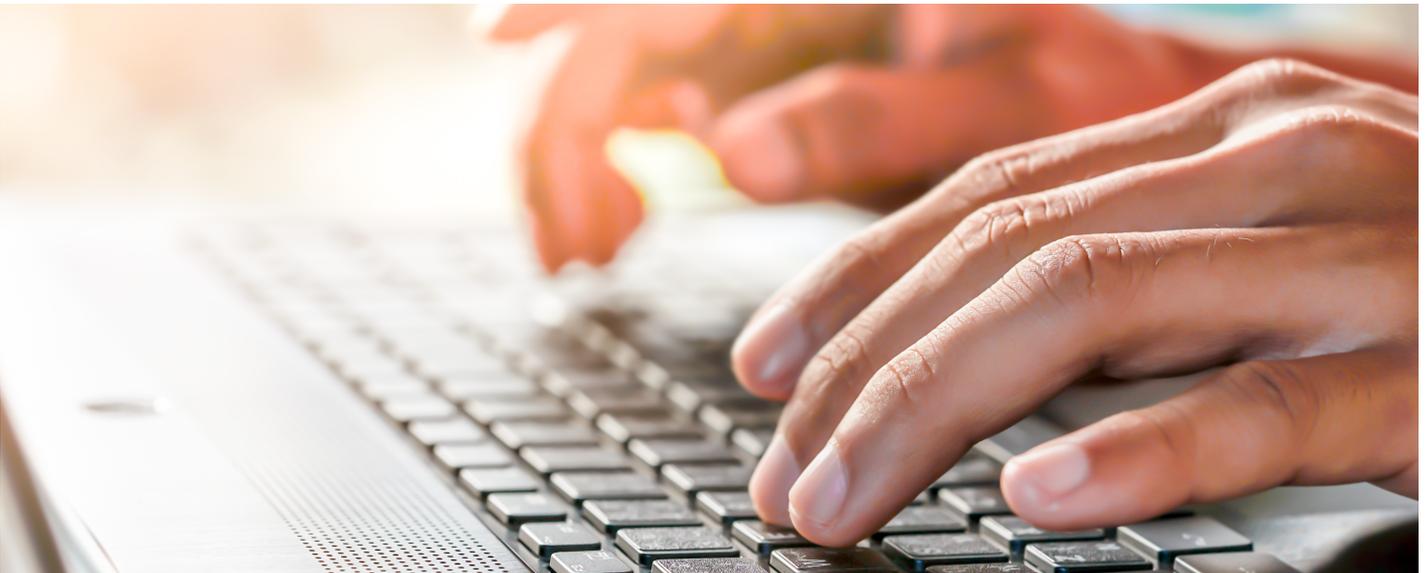


Not only has the migration now been successful, but Thomas is seeing huge returns. Recently, Lair Services inherited two customers from another service provider who remained under contract for some months. Thomas is excited to migrate these contracts as soon as possible, not just for the security and peace of mind provided by Replibit, but for the 200% increase in margins he will receive.

Additionally, Replibit has enabled Thomas and his team to be more competitive in the field which is increasing sales and promoting growth throughout the company. He's been able to increase the price he charges for end point licenses by 3x over what he charged with his old provider. With the right price point, proven solutions, and happy clients, Thomas feels confident in the product migration he chose.

“ From a maintenance standpoint and a general usability stand point, we definitely prefer Replibit over our previous solution. We like the product and most importantly, the product works when we need it to.”

- Thomas Raad, Owner of Lair Services



ABOUT AXCIENT:

The Axcient Business Availability suite is the proven business continuity and cloud migration solution for Managed Service Providers (MSPs). The Axcient Business Availability suite includes Replibit, BRC, CloudFinder, Anchor, Fusion, and the Axcient Cloud. MSPs and their clients depend on us to protect their data and ensure business continuity in the event of security breaches, human error, and natural disasters. Our focus on partner experience has resulted in more than 3,000 MSP customers throughout the US, Europe and Australia.

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