

eFolder Suite of Solutions Success

Where to Start, Inc. & Connecting Point

Two organizations who have enjoyed the “Suite” smell of success utilizing the suite of eFolder’s data protection solutions.

Business Challenges

Aging, labor intensive hardware

Low margin product offerings

Recruiting talent to service a multitude of BDR solutions

Results

High margin solution stack providing a healthy bottom line

More efficient management of products resulting in happier technicians

The ability to improve client experience and their protection from risk

Where to Start, Inc. and Connecting Point, both long-time eFolder Partners, have been providing Managed Services for more than a combined three decades. Throughout this time, they have learned through trial and error what it takes to now run highly profitable MSPs. Utilizing the entire eFolder suite of solutions, each company has been able to build a high margin solution stack that fits the data protection and business continuity needs of their clients.

Where to Start provides IT Business Services and functions as a Trusted Business Partner to the SMB market space within the San Francisco Bay Area. They specialize in assisting healthcare organizations, non-profits groups, and professional services firms with technology solutions that meet the needs of today's demanding business climate.



Alan Helbush, President & CEO, Where to Start, Inc.

President and CEO of Where to Start, Inc., Alan Helbush, began his MSP with the goal of doing things differently, and ultimately better, than his competitors in the space. What that meant, he would soon learn, is that he would need to standardize his solution stack.

Said Helbush, "I firmly believe that if you standardize your solution across the stack, training becomes much easier, your approach to solving problems becomes a lot easier and it just makes life a lot easier.

In addition, Helbush says he tries to incorporate disaster recovery into all of his solutions, a practice which he has found particularly useful in his pairing of Replibit BDR and Anchor File Sync and Share.

"I originally looked into Anchor to cloud enable my file servers. It gives you that transition from the local to the cloud. Anchor compliments Replibit. You can put Anchor onto that server that you're backing up with Replibit and you catch all the deltas in the middle."

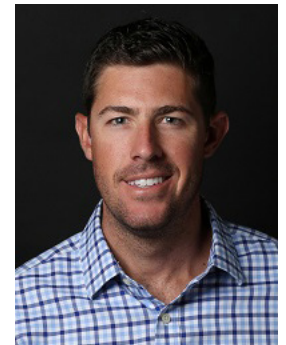
Connecting Point, an MSP based in Colorado's front range, has experienced similar successes in standardizing on the eFolder suite of data protection solutions. As a current Anchor, Replibit and Cloudfinder partner, Connecting Point uses eFolder to offer clients comprehensive security focused BDR, cloud-backup and file sync and share services.

"We've really bought into the eFolder stack because it's robust from the security perspective." Said Scott Warner, VP of Sales for Connecting Point on building their solution

stack with eFolder; and using these solutions to control their Client's perceived value of Connecting Point in protecting them from risk.

Profitability has always been, and continues to be, a key consideration for both companies when deciding to standardize with eFolder solutions. These Partners understand the value of providing time back to their employees, and the impacts of eFolder solutions automating the exhaustive tasks keeping their profitability at acceptable levels. When it came to improving the profitability of servicing Office 365 clients, both Connecting Point and Where to Start agree bundling Cloudfinder is an easy, and necessary, way to see a material profit on the otherwise skinny margins of O365.

Replibit has also proved to these two organizations to have a considerable cost advantage when compared to other BDR solutions. When faced with aging hardware and the inherent issues of laborious reseeding, Helbush was eager to explore a new solution that would solve the problems surrounding his legacy BDR offering. By switching to Replibit's chain-free infrastructure, he was able to realize a dramatic reduction in the time and resources he was dedicating to managing backups. Similarly, Scott and the Connecting Point Team have enjoyed the ease of implementing Replibit, and the reliability that comes once it's in place at their Client's locations.



Scott Warner, VP of Sales, Connecting Point

Vendor selection relies on viability of the organization, working with one who is continuing to evolve their own solutions either through development or strategic acquisitions, and both Connecting Point and Where to Start agree eFolder is leading that charge, most recently with a strategic merger with industry DRaaS leader, Axcient.

Beyond products and profitability, Helbush believes there's an "X Factor" heightening the entire eFolder partner experience – Its people.

"I believe it's the people who make this solution work. Because we all care and share the same goals which is to get the client back up and running as quickly as possible." Said Helbush.

If you would like more information on how you can improve your profitability and service offerings by standardizing with eFolder contact us at info@efolder.net.



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