



PARTNER CASE STUDY: Inology:IT

KEY FACTS



Company name:

Inology:IT

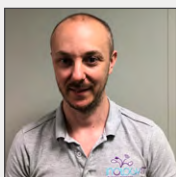
Location:

Manchester, England

Industry:

Several verticals – Medical, Construction, Legal, and others

Interviewee:



Brett Casterton,
Technical Director

www.inology.co.uk

ENGLISH MSP SWITCHES FROM VEEAM AND SYMANTEC TO ALTARO VM BACKUP FOR MSPS

Altaro VM Backup is a one-stop disaster recovery shop for MSPs.

Inology:IT, a long-established managed service provider with two decades of backup experience, switched to Altaro from backup vendors like Symantec and Veeam which had been giving it restoration problems rather than solving them.

“We have used a few different vendors such as Symantec and Veeam, but they all had their own issues that gave us real-world restoration and protocol problems,” explains Brett Casterton, Technical Director at Inology:IT.

That’s when the English company, which works with all industry sectors across East Manchester, transitioned to Altaro VM Backup for MSPs.

“It’s a genuine one-stop disaster recovery shop for MSPs,” says Brett of Altaro VM Backup for MSPs.

“From the initial Googling to find a new solution, we tried Altaro’s 30- day trial and found it to be a pleasant, easy-to-use program that was easy to set up in an intuitive way,” Brett recalls. *“And it is easy to see at a glance where we are in relation to continuity, especially thanks to the solution’s multi-tenant management console.”*

MULTI-TENANT CLOUD MANAGEMENT CONSOLE FOR MSPS

Altaro's multi-tenant cloud management console – or CMC – gives MSPs a global view of their different customer Altaro accounts from one pane of glass. "This is a real bonus," Brett says, "and reporting is a winner."

Automation is key to Inology:IT's operations. "We use the latest technology to enable us to service our clients," Brett explains.

"By leveraging automation rather than manual labour, we can service our customers more efficiently and with good cost savings without compromising on our core service values."

Altaro meets this criterion: *"Altaro saves us from manually checking the backups and the CMC is vital in this,"* Brett states. *"The CMC was definitely a selling point to us."*

STRIKING THE RIGHT CHORD WITH MSPS

Other aspects of Altaro's MSP-friendly model have also struck the right chord with Inology:IT. *"Altaro's MSP model charges per VM per month and that is good. It really works for us as an MSP, as we build it into each client's support costings."*

Another key factor is a reliable tech support team to lean on when the going gets tough: "Altaro staff and support are very knowledgeable about product and issues," he says, adding that he is impressed by the way

Altaro invites and listens to feedback: *"We have always got involved with beta testing and Altaro really does listen to customer feedback about new features."*

Additionally, thanks to the Augmented Inline Deduplication found in Altaro VM Backup for MSPs, Inology:IT makes total storage savings of roughly 1TB.

"Altaro VM Backup for MSPs does what it says on the tin," affirms Brett.

PIVOTAL MOMENT IN DISASTER RECOVERY (DR)

"Having been in the business for nearly 20 years, we have seen backup and disaster recovery change from tape to cartridge to vaults to cloud hosting. Technology has changed often and the ways we back up have likewise changed," Brett explained.

"Active Directory was the driving force as that has its own unique challenges to restore, either as is or bare metal. Virtualisation changed all this, it is a single container containing everything you need," he said, describing what led up to his company's choice Altaro, with its specialised focus on backup for virtual machines.

Additionally, when it comes to backup, Inology:IT uses the 1-2-3 Rule, namely:

- 1) In this Live data on server
- 2) Local backup data
- 3) Offsite safe data

“This encompasses what we see as the minimum for backup/DR (disaster recovery) solutions,” Brett says.

“Altaro VM Backup enables us to do this with ease. Altaro VM Backup for MSPs provides an offsite option and this fulfilled our 1-2-3 strategy. What’s great about all this in addition is that it’s included in cost, which is a huge bonus to an MSP.”

At that stage with Altaro in place, Inology:IT was ready for its next steps: *“It was at that pivotal moment that we systematically virtualised all the physical server at our clients without issue and were able to offer a full DR solution to them.”*

PROVIDING CUSTOMERS WITH PEACE OF MIND

Brett recalled a recent incident where Altaro saved a customer’s day: *“One of our customers was infected by the crypto virus – it got onto a machine and then spread through the mapped drive to the server. All the main data files had become encrypted. We segregated this machine and we started work to restore the data files from shadow copies. However, Microsoft has an issue in relation to restoring from shadow copies issue with long files names. So, we took the approach to restore the entire server from the previous night’s backup. We achieved this within 2 hours, no real harm done. Without Altaro VM Backup for MSPs, we would have been stuck.”*

The company has been successful in providing such peace of mind to their customers. Brett lists various ways in which Altaro VM Backup helps in the company’s daily managed IT services consultancy work.

“Altaro has helped us with various issues, including file restores when using GFS archiving; full server restores after update issues both using local and offsite backup; full server restores from offsite after migration of servers; the ability to perform full server restores after viruses have wiped out the server data shares; and more,” he says.

“One time, for instance, a client’s mailboxes hadn’t exported exactly as needed. After 2 months, we still had the offsite data from the old server and were able to restore this and get into the Exchange EDB file. The client was pleased.”

And a satisfied customer translates into a satisfied MSP, boosting the company’s relationship with its customers – something that an MSP is only too happy to cultivate.

ABOUT ALTARO

Altaro is a fast-growing developer of easy-to-use backup solutions for managed service providers (MSPs), IT resellers and IT departments. It specializes in backup for virtualized and cloud environments, providing affordable enterprise-class functionality while avoiding unnecessary features that add cost and undue complexity. With 40,000+ customers worldwide, 9,000 partners globally and 1,200 MSPs to date, the company's flagship solution is Altaro VM Backup, which has gained traction as the natural choice for Hyper-V and VMware backup and replication. Altaro also provides a solution to back up and restore Office 365 mailboxes, Altaro Office 365 Backup. Both are also available as monthly subscription programs for MSPs.

DOWNLOAD YOUR 30-DAY TRIAL HERE: www.altaro.com/download

ALTARO

T (UK): +44 (0) 203 397 6280 | **T (US):** +1 (919) 251 6279
E: info@altaro.com | **www.altaro.com**



Microsoft Partner
Gold Application Development