

ONE PARTNER LEVERAGES THE RIGHT TOOLS TO ENHANCE THEIR MSP

Partner Success Story

Axcient

Annapolis based Facchina Strategic Planning was founded in 1987 by Bernard Facchina. Since the inception of his MSP, Bernard has had a front row seat to the dramatic evolution of the needs of his small to medium sized clients. With clients coming to him with varying requests on how best to utilize technology so as to optimize their businesses, it quickly became clear to Bernard that there was a good niche for him to help his clients in these many facets.

“ My stress level has gone down considerably knowing that with Replibit, I have total virtualization of every server that sits at my clients’ sites and if I need to get it, I can get it quickly.

– Bernard Facchina, Founder of Facchina Strategic Planning

As he continued to see his clients get distracted by solutions he referred to as “shiny new toys” and lose focus on what their needs actually were, Bernard was led to ask himself what these clients really needed in order to operate efficiently. What he discovered were four core focus areas: word processing, financial management via a tool like Microsoft Excel, email and file share. But with so many options serving each of these areas, his clients were eager for someone to make the best decision for them.

“ IT people need to become more process focused. It’s important to approach your relationship from a strategic standpoint so when you come to a client, you can point to the strategy behind your decision and how it will ultimately help power their business.

– Bernard Facchina, Founder of Facchina Strategic Planning

ANCHOR SOLVES THE STRATEGIC NEED FOR FILE SYNC AND SHARE

When it comes to files, Bernard has seen the transformation from floppy discs, to email attachments to Sharepoint. All of which he believes have set the stage for a great product like Anchor, which for him and his clients, satisfies two of the four core areas in all of his small-to-medium sized clients, word processing and file share.

As an IT person, Bernard’s main goal was to find a product that was both reliable and fit into the overall business strategy of his clients. One of the things he first noticed, was that Anchor was brandable, which helped satisfy his clients need for marketing assistance.



THE PROBLEM:

- Customers don’t want to learn new software
- Clients’ internal IT teams wanted to assume responsibility of FSS management
- Workstation downtime

THE SOLUTION:

- Launched Anchor to meet file sync and share needs without burdening client with a learning curve
- Anchor provided seamless management for internal IT persons
- Total workstation virtualization with Replibit



Bernard was able to show his clients that not only is Anchor a reliable tool for file sync and share, but it could also serve as a vital marketing tool for these small to medium sized businesses. He found clients responded very positively to the prospect of being able to fully brand their own Anchor instance which allowed them to promote their business both internally and externally. Bernard also found that Anchor drastically reduced the headache associated with management of this type of solution. Many of his clients have an IT person that would ideally assume the responsibility of day-to-day management of the solution. Anchor allowed his clients' internal team to effortlessly manage users and monitor all activity from a single interface. "With Anchor you set it up and it pretty much runs itself."

“ I go back to the strategic side of this. Customers don't want to learn new software. They want to be able to create documents, upload them and share them but not have to think about the technology behind it. That's why the file sync and share side of what I saw with Anchor was so exciting.

– Bernard Facchina, Founder of Facchina Strategic Planning

SOFTENING THE BLOW OF A DATA DISASTER WITH REPLIBIT

In addition to offering a FSS solution to meet his clients' daily file needs, Bernard needed a disaster recovery solution that would protect his clients in the event of a data disaster. When his previous vendor notified him that his current solution was to be discontinued, he was left to vet potential replacements. Though BDR technology has historically been plagued by a level of unreliability, software complexity and labor intensity coupled with slow speeds and high costs, Bernard found he was able to overcome these innate challenges by protecting his clients' data with Replibit.

Disaster is often an unavoidable reality when it comes to protecting data. Bernard, like many MSPs, has dealt with his share of surprise disasters, of which he's been able to recover quickly from with Replibit. One such instance involved a legal client who was trying furiously to finish a deadline by 5 o'clock. At 3pm, the employee's workstation went down, rightfully causing a full-blown panic. Through a painless boot of the client's virtual machine via Replibit, Bernard was able to get the client access to their machine's data and the client was able to make their deadline with time to spare.



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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