

Partner Success Story

STEPFAR TECHNOLOGY GROUP HOLDS TECHNICAL ADVANTAGE WITH REPLIBIT



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There are just less headaches knowing that if something happens Axcient/eFolder Replibit will be there to take care of it.

- Farrell Lusher, President, Stepfar Technology Group

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THE PROBLEM

- Unreliable and outdated backup tapes, resulting in high risk for human error, inefficient storage capacity for backups, and long periods of downtime

THE SOLUTION

- Modern backup method that is able to keep up with advancing technology and evolving business practices

Like many IT service providers in the early 2000s, Stepfar Technology Group got its start in data protection using backup tapes for their clients. “I used to love backup tapes,” says Farrell Lusher, Stepfar’s founder. “They were so simple and anyone in the office could handle them.”

But as time went on, backup tapes couldn’t keep up with the rapid advancement of data protection technology. They were too cumbersome and unreliable to handle the mass amounts of data that businesses were accumulating, so server crashes often caused some form of data loss. This data loss was exacerbated whenever the tape hadn’t been changed for a while, which occurred far too often. When a client’s server went down, between the backup, the restore time, and the equipment repair, the downtime could be anywhere from 1-7 days. That’s a lot of time for a small business to be out of commission.

Lusher knew there had to be a better way to reliably back up his clients’ data — one that was as modern as the businesses his team supported. Lusher demonstrated Stepfar’s commitment to serving clients when he transitioned all of his clients off of backup tapes and onto a standardized BDR solution in late 2011.

After trialing a couple of different BDR solutions with disappointing results, Lusher finally settled on Axcient/eFolder BDR for ShadowProtect after meeting the Axcient/eFolder team at a Lunch and Learn event in 2013. He successfully deployed ShadowProtect for two years and then decided to completely standardize his client base on eFolder BDR for Replibit, as he was attracted to how Replibit offers chain-free backups. [CONTINUED]

[CONTINUED] Lusher was also impressed by the off-site backups eFolder included in its cost. Before Stepfar partnered with eFolder, the prior BDR vendor that the MSP was working with charged extra to back data up to the cloud. For around the same price that Stepfar's previous vendor charged, Axcient/eFolder includes 2TB of cloud storage per protected server.

Stepfar Technology Group now deploys Axcient/eFolder Replibit to 30 companies and over 500 end users. The biggest positive change Lusher has seen between archaic backup tapes and axcient/eFolder Replibit is the restore time. If a client's server goes down, he is now able to spin the data up from the BDR appliance instantly rather than working long hours to get backup tapes working again. And if the BDR appliance were ever destroyed, he can rest at ease knowing he has the option to recover data from the Axcient/eFolder Continuity Cloud.

Introducing Replibit not only proved to be a huge technical advantage for Stepfar, but also an opportunity to change its pricing model. "We used to sell cloud backup for about \$1 per gigabyte just three years ago," Lusher explains. "But the low per-gigabyte cost of Replibit made it so that we could sell it for just \$0.69 per gigabyte, while still achieving higher profits than ever before."

Lusher couldn't be more pleased with the direction Axcient/eFolder Replibit has taken his business continuity services — and, indeed, his MSP business. "We've finally reached a stage where we always wanted to be: providing all of our clients, regardless of their size, with an end-to-end business continuity solution," Lusher says. "That's helped us improve client retention. Greater data protection for a better price — you just can't beat that."

ABOUT STEPFAR TECHNOLOGY GROUP

Stepfar Technology Group brings a certain sense of elegance in addressing the technology needs of its clients throughout the Seattle metro area. The Stepfar team addresses not only technology, but business processes, security, compliance and continuity for its clients. Deploying Axcient/eFolder Replibit allows Stepfar Technology Group to bring a true, business-class continuity solution to its SMB clients at a price point they can afford.

50+ LOCAL BUSINESSES PROTECTED



At Axcient / eFolder we solve complicated technology problems with powerfully simple solutions that help businesses run at their full potential, without interruption. We do this by combining the power and scale of the cloud with the flexibility of software-defined architectures and the simplicity of consumer applications.