Computer Technologies Group finds success with N-able Backup

“I'm very clear with our customers using Microsoft 365, that if they don't accept our backup service offering, there are limits to how much I can help them in a time of data loss or accidental deletion.”

-Ryan Giusti,
Computer Technologies Group

About N-able Backup

N-able™ Backup is a cloud-first backup and recovery solution that allows MSPs to protect physical and virtual servers, workstations, Microsoft 365™ data, and critical business documents—all managed from a single, web-based console.

The challenge

Computer Technologies Group is a two-person MSP that has provided IT services for businesses across New England for more than two decades. Managed backup is a key part of their strategy to move more clients from a break/fix model to fully managed services.

Many of their customers use Microsoft 365, but have found that while it offers a lot of benefits, it can also give customers a false sense of security about their data protection. N-able Backup provides the safety net to help shield these customers from accidental or malicious data loss.

IT specialist Ryan Giusti mentioned an experience illustrating this issue perfectly. When he first evaluated a new client’s IT systems and processes, he discovered a former employee still had access to the company’s OneDrive® account, and she continued using it after her departure. She had inadvertently mixed some of the company’s files with personal files. Giusti realized that the ex-employee could have accidentally deleted company records instead of personal files; if this had happened without a backup, the company would have no recourse. Fortunately, she had no malicious intent, but as Giusti said, “It’s still unauthorized access that could have led to data loss.” Situations like this represent a major business risk. In this case, it opened the conversation about the need for Microsoft 365 backup to help prevent future issues.
What they gained

GREATER DATA PROTECTION FOR MICROSOFT 365 CUSTOMERS

With N-able Backup, Computer Technologies Group can extend data protection to include their customers’ Microsoft 365 instances, effectively minimizing data loss risk. Adding this protection helps save customers from themselves, but it isn’t always easy to convince small business owners that backing up SaaS application data is necessary. Giusti uses some of the resources in N-able MarketBuilder to help make the case for Microsoft 365 protection. He finds the customizable pre-written emails especially helpful, as they provide a good start but can still make the email fit each customer’s situation.

EASE OF USE

Giusti praised the ease of use and simplicity of the workflow for N-able Backup. “When I have clients who use Microsoft 365 in some capacity... it’s very easy to onboard them and extend the scope of their disaster recovery plan.” If Computer Technologies Group already has a foot in the door, they can expand their coverage to include Microsoft 365 without extensive legwork to get the customer up and running. This is crucial for a two-person operation, but also helps larger teams boost their own efficiency.

EASY TO EXPAND ACROSS A BUSINESS

Because N-able Backup helps protect not only Microsoft 365 data and files—but also virtual and physical servers and workstations, Giusti and his colleague also use it to expand workstation and document protection among their clients. He said the pricing model of N-able Backup makes it easy to increase the scope of data protection coverage across a business. According to him, with the old image-based approach, “[customers] would pick the favorite child of the family to get the backup, leaving others unaccounted for.” With the ability to select file- and folder-level backups, and the option to back up only critical business documents, they can keep prices down and expand coverage across their customers’ businesses more easily.

GREATER CONTROL

Additionally, Giusti likes having more direct control over data retention and recoverability. Microsoft 365 offers a retention period that’s often shorter than many expect, depending on the level of subscription chosen. With N-able Backup, you can back up frequently, providing more restore points and keeping recoverable data safe from accidental deletion or human error. Like most MSPs, Giusti likes to be in control of customers’ IT environment, and he enjoys the direct support he gets from the N-able team, preferring it to waiting around for Microsoft. Relying on N-able as a trusted partner simplifies the process.
Results

Many MSPs say their customers feel they don’t need backup (until an incident or regulatory requirement causes them to change their tune). With N-able Backup, Computer Technologies Group can persuade customers to cover more of their data, including Microsoft 365. And with the simple and intuitive workflow, it makes it easier to quickly ramp up protection once a customer is on board.

“In my experience, most of the times I’m restoring something, it’s been someone deleting or losing something—accidental data loss,” Giusti commented. In that situation, once a deleted item has moved out of the recycle bin, it is unrecoverable without a product like N-able Backup. Computer Technologies Group was able to include Microsoft 365 in their data protection offerings, in addition to providing cloud-first backup and recovery that protects physical and virtual servers, workstations, and critical business documents. They can now effectively achieve their goal of moving more customers from a break/fix model to fully managed services—all from a single, web-based console.

Learn more by visiting n-able.com/products/backup.

About N-able

N-able empowers managed services providers (MSPs) to help small and medium enterprises navigate the digital evolution. With a flexible technology platform and powerful integrations, we make it easy for MSPs to monitor, manage, and protect their end customer systems, data, and networks. Our growing portfolio of security, automation, and backup and recovery solutions is built for IT services management professionals. N-able simplifies complex ecosystems and enables customers to solve their most pressing challenges. We provide extensive, proactive support—through enriching partner programs, hands-on training, and growth resources—to help MSPs deliver exceptional value and achieve success at scale.

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