probax

Recognised as a winner of Veeam's global innovation award, Probax offers its MSP channel partners a multi-vendor, multi-tenant platform with intelligent and automated cloud data protection solutions including Backup as a Service (BaaS), Archive as a Service (AaaS), Disaster Recovery as a Service (DRaaS), Software as a Service (SaaS) Protection and more.

SUCCESS STORY

Empowering one of Australia's premier MSPs with effective and affordable cloud data protection

Company Name
eNerds Pty Ltd

eNerds

Location
Sydney, Melbourne and Brisbane, Australia

Type of Business
Managed Service Provider

Services
IT Support, Consulting, Cloud Services, Internet, Microsoft Solutions, Procurement

eNerds

eNerds™ is one of Australia's premier IT managed service providers. With offices in Sydney, Melbourne and Brisbane, the company has been a finalist and winner in the ARN ICT Industry Awards from 2009 to 2018, winning SMB Partner of the Year four years in a row. eNerds™ was ranked in the Top 10 IT Providers in Australia by MSPmentor in 2017.

THE IMPORTANCE OF DATA PROTECTION

Data protection has always been one of the core services eNerds™ has delivered for its SMB clients.

For years, eNerds™ was reliant on backing up clients' vital business data to tape, but as data volumes increased, so did the time-frames for backup and restoration, and reliability was also an issue. As tape solutions grew unviable, the business made a strategic shift to block-level image backup.

With the emergence of cloud and an ever-greater expectation of business availability from customers, the eNerds™ team required a solution that could replicate and store backups offsite, delivering customers with shorter Recovery Time Objectives (RTOs) and Recovery Point Objectives (RPOs). Cost was also a key driver.

CHALLENGES

The eNerds™ team needed reliable replication of customers' onsite backups to a secure and local cloud repository, at a price-point their customers could afford.

eNerds™ needed to address the following issues:

01 **HIGH COST OF CLOUD SERVICES**
Existing cloud data protection solutions were expensive and hidden fees made the overall cost unpredictable

02 **TRANSFER OF DATA**
Backing up full images to offsite locations was often challenging or impractical

03 **INCREASED CUSTOMER EXPECTATIONS**
Customers were demanding more from their backup and recovery offering

04 **SECURITY RISKS and CYBER THREATS**
A rise in the risk of malware and cyber threats required multiple layers of security and data redundancy

THE OUTCOME

For eNerds™, becoming a Probax channel partner has resulted in:

- True Flexibility - Probax's flexible pooled-storage model, allows eNerds™ to scale client quotas as needed across data centres worldwide

- Efficiency & Cost Reduction - Highly competitive pricing combined with inbuilt automation and intelligence has helped lower operational costs

- Modern & Reliable Backup Architecture - Highly available and redundant cloud infrastructure combined with Veeam's modern backup technology means customers have the most simple and reliable solution on the market

- Industry-leading support - With a Net Promoter Score (NPS) 2.8x the industry average, Probax is keeping customers like eNerds™ satisfied

31%	Revenue **IMPROVEMENT**	⬆
45%	Costing **DECREASED**	⬇
40%	Backup Maintenance Time **DECREASED**	⬇

THE SOLUTION

Having seen an increasing amount of new clients already using or in the process of moving to Veeam, eNerds™ came to appreciate the solution for its ability to protect virtual environments and the strength of Probax's Veeam Cloud Connect integration.

Using a combination of Backup as a Service (BaaS) and Archive as a Service (AaaS) solutions, eNerds™ were able to achieve Hyper-Availability for all virtual, physical and cloud-based workloads - all from a single management console - Probax Control.

The ability of Probax to simplify cloud backups and consolidate a number of solutions into a single-pane-of-glass dashboard allowed eNerds™ to manage and administer backups, and self-provision Veeam licences, creating greater efficiencies of scale for the team.

This meant the eNerds™ team were able to benefit from:

01 **SIMPLIFIED MANAGEMENT**
Management of all data-protection solutions from Probax's multi-tenant console - Probax Control

02 **PROVEN RECOVERY**
Automatic recoverability testing of every backup, with email reporting

03 **INCREASED EFFECTIVENESS**
Probax automation and intelligence reduces time spent on maintenance and fixes

04 **LOWER COSTS**
Highly competitive cloud data protection solutions and licensing

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We appreciate how agile and flexible the Probax team is and how their approach mirrors how eNerds™ operates.

We've moved our backup licensing to Probax because cost is the key driver for our clients. We're experiencing aggregated savings and are incentivised to sell more.

Probax ticked every box for us.

TRISTAN WARNER
CTO and Co-founder, eNerds™

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Get in touch:
www.probax.io/contact