

Nominee: StorageCraft Disaster Recovery Solution

Nomination title: StorageCraft Disaster Recovery Solution

Who are we?

StorageCraft is a manufacturer and vendor of Disaster recovery software solutions.

We are headquartered in Utah with our EMEA operations based in Cork Ireland.

We are a 100% channel company. In the UK we currently have over 400 partners – which include managed service providers and Value added resellers

Why are we nominating ourselves for this award?

We know that for us to grow our channel partners need to grow.

We understand the channel and our solution is designed to ensure that our partners increase revenue, margins and build a scalable business

What is our solution and how does it help partners to grow?

Our solution is an end to end Disaster recovery solution.

The solution starts with a Backup – ours is an image based back up. We support both physical and virtual environments. Windows and Linux. Our best practice is to start with a full back up and then to take incremental back up (as often as every 15 minutes). In the first instance we back up locally but then replicate off site.

However, back up is only one half of the equation. The end game is recovery. And our recovery tools offer the Solution provider a number of options in terms of recovery - for example

- File and Folder recovery - which can be done in minutes
- With our patented Virtual boot, we can spin up a server in a matter of minutes (allowing for business continuity)
- Fully systems can be fully restored very quickly (often less than an hour)

In addition to the flag ship product – Shadowprotect, we have a range of tools to enable partners to manage and monitor their backups and environments. This makes the product easy to use and deploy and is light in terms of technical resources. This in turn means that the solution is extremely scalable

Finally, we have a licensing model that puts the MSP in complete control – they access our portal and can activate (and deactivate) licenses as they chose. They only pay for what they use and are not tied to long contracts

“we moved to an MSP model in 2008, removing the peaks and troughs from our income stream. I am always amazed at vendors who still put barriers to entry on their products with front loaded costs. The bean-counters at StorageCraft clearly get this and as such provide a great consumption based MSP model from day one.”

Gareth Johns , Managing Director ; Business Computer Solutions Limited

We understand the channel and we also understand that for us to grow our partners need to Grow.

So in the past year we have put in place a number of initiatives to make our partners more competitive and educated

These initiative included

1-More free product

2 premium products - head start restore and IFT replication jobs had been charged to partners but in 2016 StorageCraft made the decision to give these free to partners

What does this mean for partners?

Head start restore is a sophisticated product – which acts similar to a mirroring product – it prestages a restore. This mean that in the event of a crash a server can be restored very quickly (under an hour). This is particularly relevant for very large data sets and critical servers.

So our partners can offer this premium product to their customers (for free if they wish) or alternatively they can still charge and make more revenue.

IFT Replication- This is the means by which our customers replicate off site. Offsite replication is a critical component to a DR solution – as without it a company is vulnerable in the event of an on Site incident.

For true business continuity you need an offsite piece.

By offering IFTP as a free we are enabling our partners to offer a premium service for which they can charge.

2-Channel Education

In the past year we have also worked on educating our partners.

StorageCraft Academy – Our online technical training was a service for which we charged our partners – but in early 2016 we made the decision to offer this free to all partners.

StorageCraft boot camp - This a live course designed to teach partners how to market and sell Disaster recovery to maximise revenue. These were very successful and in the past year we have reached over 100 partners – with more planned

“Invaluable for both sales and marketing. Focused delivery with key real world examples in support of lead generation and sealing the deal”

Kim Singer – Sales and Marketing Manager – Kogo Limited

3-New Products (new opportunities to increase revenue)

This year StorageCraft launched its Cloud Offering. What this means for our partners is that they can offer a superior off site solution – features which include

File and folder recovery; Virtualize entire machines or even a whole network; Self-service (spin up a VM anytime, instantly); Military-grade security (SSAE 16 certified, AES-256 encryption)

And most significantly 99.99+ percent uptime

Why nominee should win

StorageCraft should win this award because

1-The StorageCraft recovery solution is trusted by over 1000 Emea Service providers.

2-The solution has renowned for its 100% reliability!

3-We also offer an excellent MSP program which puts our partners in control (and only pay for the licences they activate and use)

4-We are introducing new products to answer the growing threats to data .