

# The right tool for the job

ThinkOn provides integrated BaaS and DRaaS to this MSP's diverse client portfolio



## Challenges :

This MSP serves a client base of fast-growing SMB from diverse business sectors. They need a partner who can enable them to provide integrated BaaS and DRaaS solutions that will grow and change with their clients' data protection and business continuity needs.

## Solutions :

Available ThinkOn backup and disaster recovery services :

- Cloud backup options powered by Veeam and Commvault
- Compass Data Protect for M365
- Disaster Recovery with Veeam
- Disaster Recovery with Zerto



“It’s about listening to the client and understanding their business—where they are now, where they want to be, and how we can help them get there. We needed a partner who would be with us—and our clients—every step of the way. ThinkOn enables us to provide tailored, cost-effective, future-proof IT solutions, so that instead of focusing on IT infrastructure, or backups, or disaster recovery, our clients can focus on what they do best: achieving their goals.”

– CEO, large North American managed service provider

This US-based managed service provider (MSP) with offices in Seattle, Chicago, Boston, and Toronto, delivers a comprehensive range of IT services to small and medium-sized businesses (SMB) from a wide array of sectors, including government, retail, media, health care, non-profit, and financial services.

The team believes in taking a big picture approach to each client’s technology journey and then creating a “perfect-fit” solution that is cost effective, easy to use, supported by experts, and able to grow and change with their clients’ evolving needs. At the core of this MSP’s philosophy is a belief in the importance of creating long-term, lasting relationships with both their clients and their vendor partners.

## Challenge accepted

The MSP came to ThinkOn with a challenge. Their clients are from diverse, fast-growing business sectors, and as these enterprises grow and change, so too does the amount and type of data they’re dealing with—and the risk associated with losing that data. The MSP needed a trusted partner to enable them to provide innovative backup and disaster recovery solutions with the capability to adapt to their clients’ needs. They chose ThinkOn to be that partner.

“For SMB, the costs and processes involved with monitoring and managing a growing data ecosystem can be a burden. With Zerto-powered solutions from ThinkOn, we can combine backup and disaster recovery as-a-service offerings in a cost-effective way—it’s a huge advantage for our customers.”

– **Director, IT Services, MSP**

“Many customers understand the value of BaaS and DRaaS, but don’t understand the way the two solutions can be used together—or they assume it’s cost prohibitive. But it doesn’t have to be that way. With the services and support we get from ThinkOn, we can tier our customers’ data and create business continuity plans that provide cost-effective backup for long-term, low-RPO data, and high-availability, fast replicating, off-site vaulting capabilities for high-RPO and RTO compute, data, and networking. ThinkOn is invested in solving customers’ problems and their processes make things easy for us—and our customers. When we look for innovation, we look to ThinkOn.”

– **VP Customer Care, MSP**

Creating bespoke backup and disaster recovery solutions means understanding client data—and the solutions that are the most efficient and cost-effective fit for that data. A company might start out needing reliable Backup as a Service, but as they grow, and as their data, connectivity, and networking needs become more complex, they become vulnerable to a vast array of threats including human error, natural disaster, malfunction, or physical disaster. Suddenly, customers don’t just need secure, long-term data storage and backup once a week (or once a day), they also need Disaster Recovery as a Service for their business-critical systems—DRaaS that’s resilient and scalable, with real-time replication, near-instant failover, and seamless fallback.

### The real deal

For this MSP, ThinkOn was an obvious choice for trusted, secure, best-in-class, and cost-effective integrated BaaS and DRaaS solutions with no hidden fees and no data charges for ingress or egress.

And ThinkOn’s team of Thinkers are the real deal—both on the technical side, and in their shared belief in the MSP’s proactive, “customer-first” mindset.

### Customer benefits

- Comprehensive, high-availability, high-security data backup with offsite data vaulting capability.
- Near-synchronous, always on replication, providing RTOs and RPOs measured in seconds and minutes, not hours
- Hassle-free reporting for compliance
- Vendor and software agnostic
- Non-disruptive, seamless testing
- Straightforward billing with no invisible fees—ingress, egress or otherwise
- Specialized knowledge and superior support
- Fast and easy customer onboarding.

“Our business is built on things you can see, touch, and experience, but it runs on data. As our business grew, our MSP created the comprehensive, efficient, and budget-friendly plan we needed to keep all aspects of our business running in the event of a disaster. The team worked with us. They listened. They took the time to learn who we are—as a business, and as people—and where we want to go and then created a solution that was quickly implemented and easy to maintain. And because they’re experts, backed by experts, they keep us up to date with the latest innovations and are always finding ways to save us money. We’re a growing, family-run business, and our MSP is part of the family now, too.”

– **Owner, MSP retail customer**

## Empowering our customer’s customer

This MSP customer is a San Francisco-based retailer of gourmet foods and unique housewares. The flagship store has been a fixture in the Bay area for more than 50 years, and the brand is synonymous with quality products, unique style, and outstanding customer service. In recent years, this family-run company has grown to include online retail and new brick-and-mortar locations in Seattle, New York, and London.

When you spend half a century running a business in San Francisco, you understand the potential for disaster. So, when the MSP suggested an audit of their data backup and disaster recovery plan, the customer listened.

The MSP’s team explained that, for a growing company, with e-commerce and multiple satellite locations, backup alone wasn’t enough anymore. They tiered the retailer’s data and used a bespoke backup and recovery solution from ThinkOn to create a cost-effective data solution for them that combined the best of BaaS and DRaaS, with low-cost long-term storage and real-time off-site mirroring for critical data, compute, and networking.

### Customer challenges:

- Rapid, global growth
- Infrastructure capital expenses and maintenance costs
- Legacy systems



[ThinkOn](#), Inc. is a cloud solution provider with a global data center footprint—consider us your dedicated department of data-obsessed experts who will protect your data like it’s our own, making it more resilient, secure, actionable, and searchable.