

Hardware-Free Backup Supports All Client Use Cases While Delivering Significant Monthly Savings

Absolute Technology replaces Acronis with x360Recover – Direct-to-Cloud for near-instant recovery and business expansion.

Struggling to ensure business continuity without comprehensive BCDR

Absolute Technology was using Acronis for BDR until it took almost two weeks to restore data to a client hit with crypto malware. While the number one reason they needed a new solution was slow recovery, it wasn't the only issue they had with Acronis.

“Recover – Direct-to-Cloud lets us be more competitive from a backup perspective with respect to downtime. We've been able to use the features as huge selling points, not only for recover time, but also for having a backup server ready to go in the event that their primary server fails.

– Daniel Knight, Owner at Absolute Technology

Because Absolute Technology purchased Acronis through the remote management monitoring software provider, Kaseya, there wasn't a clear support channel. The MSP's owner, Daniel Knight explains, “We would call Kaseya and Kaseya would say, ‘No, you have to call Acronis.’ And then Acronis would say, ‘We don't have an agreement with you. We have an agreement with Kaseya, so you need to get with Kaseya.’ It felt like you were in this never ending loop to get support.”

From a business perspective, the margins with Acronis “weren't much,” says Daniel. “It was really just an add-on to our maintenance contracts.” He goes on to say, “Acronis licensed by how much space we used, instead of by device. So we had to determine a fair price for clients to pay for the amount of space they use.” Absolute Technology wanted to increase margins and create a new revenue stream selling business continuity and disaster recovery (BCDR) outside of maintenance contracts, but it was too challenging with client-specific, storage-based pricing.

One solution for all clients simplifies vendor management while increasing margins

Having been a satisfied x360Sync partner for years, Daniel choose Axcient as their BCDR replacement for Acronis. Recover – Direct-to-Cloud delivers uninterrupted business continuity with minutes-long RTO and RPO, advanced features like AirGap for ransomware rollback, AutoVerify for backup integrity, and Virtual Office for near-instant virtualization. Not only can Absolute Technology recover fast, but with Recover – Direct-to-Cloud, they're able to meet all client needs and business use cases – endpoint backup, no-hardware BDR, full service BDR, and public or private cloud backup – with just one solution. Daniel says, “We just have a far more superior product to offer our clients now because the recovery time is minimal.”

THE PROBLEM:

- Legacy BDR solutions fail to provide the RTO necessary for business continuity.
- Vendor sprawl decreases efficiency, increases costs, and stalls profit and margin growth.
- Solution outsourcing neglects the unique and time-sensitive support needs of MSPs.

THE SOLUTION:

- Hardware-free BCDR ensures near-instant recovery with a minutes-long RTO and RPO.
- All-in-one backup solves multiple-use cases and simplifies vendor management for significant savings each month.
- Channel-only providers who are hyper-focused on helping MSPs grow.

THE RESULTS:

- Reduced recovery time from two weeks to just minutes.
- Grew margins by 25-30% with storage-based, structured pricing.
- Gained 24/7/365 support with responsive communication and dedicated technicians.

Flexible, hardware-free BCDR eliminates expensive appliances, time-consuming onsite visits, maintenance requirements, and the stress of traditional BDR. Combined with task automation and operational efficiency, MSPs are saving up to 55% on monthly costs. The unified x360 Portal simplifies backup management and unifies onboarding, training, certification, billing and support – allowing Absolute Technology to reallocate technician time toward business growth. Significant monthly savings, simple pricing, and powerful BCDR capabilities, have enabled Absolute Technology to expand margins and grow profits, while winning new clients at the same time.

Daniel says selling the solution is easy, “We quantify the amount of downtime with clients and say, ‘If your hardware fails, yes, it’s under warranty, but it may take a day or two to get back up. With Recover – Direct-to-Cloud, we can start your server up in the cloud and keep you going.’ Recover time and the features have been great selling points for us.”

Recover – Direct-to-Cloud: All-in-one backup support for MSP growth

Since adding Recover – Direct-to-Cloud to their stack, Absolute Technology has seen substantial improvements in efficiency compared to Acronis. “On Acronis we had to dedicate almost a full-time technician to keep up with it. Managing failures or recoveries was very tedious and time consuming. With Recover – Direct-to-Cloud, the efficiency of the portal, and the way the agent works, the tech who manages it has been able to cut over 30 clients in a week – and he still does other tasks. We feel like that’s pretty phenomenal efficiency.”

“ The margins really come from the fact that we spend less time maintaining backups. Recover – Direct-to-Cloud freed up one of my techs so he can go out and be billable, rather than spending all day on management.

– Daniel Knight, Owner at Absolute Technology

Axcient’s structured license model has made it easy for Absolute Technology to increase margins up to 25-30%, as well as provide backup separately from the maintenance contract. “Now with Recover – Direct-to-Cloud, we’ve been able to sell backups quite a lot because it’s simple. It’s just \$30 a month for a server, and \$10 a month for a workstation. In the client’s mind that’s worth it for 24/7 backups to the cloud. No one even bats an eye at the price.”

Lastly, Daniel raves about Axcient’s 24/7/365 support. “Whether I’m switching from one account manager to another, onboarding, understanding a new product, or needed technical support, Axcient has been very diligent in communication.” Axcient has also helped Absolute Technology with a ramp up cost approach to help them and their clients ease into new products without high up-front costs. Additionally, Axcient has created backend workarounds specific to Absolute Technology and their clients to help them avoid the cost and strain of manual tasks.

“ Since we’ve been with Axcient – 7 years – everybody we’ve talked with has always responded in a timely manner. Whether it was a sales agent, onboarding staff, or a technical support engineer. I would even say they’ve gone above and beyond

– Daniel Knight, Owner at Absolute Technology

ABOUT AXCIENT:

Axcient is an award-winning leader in business continuity and disaster recovery for Managed Service Providers (MSPs). Axcient x360 provides one platform for MSPs to Protect Everything™, and includes BCDR, Microsoft 365 and Google Workspace backup, and secure sync and share. Trusted by more than 3,000 MSP partners worldwide, Axcient protects business data and continuity in the event of security breaches, human error, and natural disasters.

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