

Techs+Together Managed Service Providers leverage Veeam and Probox Hive to accelerate revenue streams and protect their customers data



“StoredTech and the Techs+Together MSP community needed a cloud data protection solution that would operate in a hybrid environment, was stable, fast, efficient and was ideally scalable for our growth focused MSPs. The solution needed to have a cost model that was compatible with the objectives of our MSP community. We also needed a solution that could deliver a dashboard with both macro and granular visibility, not only across business functions, but also across all MSP customers. We’ve found that solution with Probox and Veeam.”

— Mark Shaw
 Founder, StoredTech
 VP of Technology, Techs+Together

The Business Challenge

Since founding StoredTech 10 years ago, Mark Shaw and his team have grown its MSP business with tens of thousands of endpoints under management.

As with many small businesses starting up, Mark found that he was wearing every hat in the business and trying to do everything at once to establish the business, build partner relationships, attract new clients – the list went on.

With a deep understanding of all of the challenges of starting an MSP business and a genuine desire to pay it forward, he founded Techs+Together (T+T) as a community that would offer fledgling MSPs with a way to remove hassle and reduce the upfront expense and effort.

“The need for supporting fledgling MSPs is clear, which is why Techs+Together has grown to over 1,000 members in our community.” says Mark Shaw.

He continued, “we’re passionate about helping start-up MSPs solve a wide range of problems they usually face, including:

- Training on software and solutions to deliver better services
- Navigating the financial challenges, for example how to invest in licenses and offer subscription billing

Industry

Technology

Region

North America

Company



StoredTech is determined to provide businesses with a better way of managing their IT. From

- Supporting them with managing relationships with software vendors which require long-term commitments (usually three years plus) which may be onerous for scaling businesses, and
- Providing them with a resource, who understands what they are going through, to turn to when they need mentoring."

StoredTech has had a long-term relationship with Veeam®, at first directly and then through a partner. They used the Veeam solution for their own onsite backups and as part of the solutions they offered their customers.

At the time, a different vendor was providing their cloud data protection solution.

"When Techs+Together was set up," commented Mark Shaw, "we used the same model, however we very quickly realized that the cloud solution of this other vendor was slow, prone to error and it just didn't produce value."

With hindsight, Mark recognizes that the issues had always been there, but it wasn't until when they tried to implement a solution across their growing Techs+Together community that the issues really came to a head.

The poor performance of the other solution forced the team to reappraise their vendor strategy in choosing a cloud data protection partner.

They needed to be able offer highly available IT for end users, while delivering reliable data protection systems. They needed data protection solutions that would ideally operate in a hybrid environment, was stable, fast, efficient and scalable.

They also needed a turn-key solution that could protect Microsoft 365 data reliably, while also being able to provision and manage Veeam licenses efficiently.

The Veeam and Probax Solution

"Our team was obviously very familiar with Veeam from having deployed their onsite solution, and we've always loved the Veeam solution and their platform. We tested Veeam to see whether it would meet all of our new requirements and enable us to offboard a competing vendor. Following successful trials, we made the unanimous decision to adopt Veeam as our sole data protection software going forward. There was no discussion — Veeam was the clear answer."

The next part of the challenge to unlock value for the Techs+Together community was to choose the right Veeam Cloud & Service Provider (VCSP) partner to work with.

Their strict criteria for the right VCSP partner included:

- Having a deep knowledge and understanding of the Veeam solution and an ability to execute efficiently.
- Being responsive to Techs+Together needs and able to commit to personal engagement and support for the Techs+Together team.
- Having a sensible cost model that was compatible with the objectives of the Techs+Together community.

meeting compliance to adopting a cloud-first strategy, StoredTech guides business leaders through the confusing and often complex seas of technology. Established in 2009 and headquartered in New York, StoredTech founded Techs+Together in 2018.



Techs+Together is a community for Managed Service Providers headquartered in Raleigh, North Carolina and has over 1,000 members across the US, EMEA and Asia Pacific. Techs+Together helps MSPs grow their business with access to a robust technology buying group, unified true SaaS billing and ongoing education.

Challenge

Supporting and supplying StoredTech managed service customers and enabling 1,000+ MSPs to service their customers across the Techs+Together community requires highly available, scalable and reliable data protection systems in place. They also need a turn-key solution that can protect Microsoft 365 data reliably, and one that is able to provision and manage Veeam licenses efficiently.

Solution

- Veeam Backup & Replication™
- Veeam Cloud Connect
- Veeam Backup for Microsoft Office 365
- Probax Hive

- Providing a dashboard that unlocked macro and granular visibility to different business functions.
- Recognition of skills and expertise by Veeam – formally recognized as a Gold or Platinum Veeam Cloud & Service Provider (VCSP) with one or more Veeam VCSP awards.

Mark engaged with a number of different potential VCSPs to understand the right fit.

Overwhelmingly, Probax was selected as the VCSP partner of choice due to their ability to not only meet all the selection criteria, but also exceed them.

Probax helps its partners to thrive through intelligent and reliable data protection solutions and services, while solving complex data protection challenges faced by MSPs. Probax enables MSPs to generate revenue by deploying data protection solutions and services to new clients faster, and then foster existing revenue streams by up-selling and cross-selling a broad range of data protection solutions and services. Key to this is Probax Hive, a single pane of glass view across multiple solutions and services.

The decision to engage Veeam and Probax to deliver a solution has been reinforced by these key benefits:

Ability to launch and execute

"With Probax and Veeam we experienced a flawless 'go-to-market launch' to the Techs+Together community, with an excellent attendance and immediate adoption rates."

Commitment to personal relationship

"We care deeply about the relationships we foster in the Techs+Together community. The active, ongoing engagement from the Probax team on the Techs+Together Discord channel has been phenomenal."

Exceeding all our expectations

"The Probax Hive dashboard has far exceeded our expectations. It enables me to get a macro view of our StoredTech business, and also enables individual community members to manage individual licenses and client environments. It is used across their business from Engineering to Finance with universal satisfaction. Further it provides one place to manage data protection for Microsoft 365, BaaS, AaaS, DRaaS and other options in one spot. It's amazing!"

Deep knowledge of Veeam solution

"Managing large numbers of individual Veeam licenses used to be a logistical headache. Probax's Hive has taken away that pain virtually overnight. This has unlocked a wide range of benefits."

Results

- +39.7% growth in storage consumed in a three-month period
- +72% increase in clients using cloud data protection solutions
- A reliable, fit-for-purpose data protection solution for users of Microsoft 365
- Probax Hive has accelerated engineering and administration efficiencies when managing multiple Veeam environments and licensing (per managed service provider)

Accelerating MSP revenue streams with backup for Microsoft 365

StoredTech and the Techs+Together community had previously gone to market with a backup solution for Microsoft 365 data through a different vendor platform, but as evidence mounted of the inability of the solution to meet expectations, the service was not promoted. Now that they have access to a reliable and fit-for-purpose data protection for Microsoft 365 solution from Probox and Veeam, they have transitioned from not mentioning it to starting every sales conversation with it!

As Mark Shaw put it, "They simply ask: 'Has anyone in your organization had their 365 account exposed?' or 'How do you currently protect your 365 data?' and it's a complete door-opener. It's resulted in shorter sales cycles, additional revenue streams and customers have peace of mind knowing their critical 365 data is backed up and recoverable."

The results

- **+39.7% growth** in storage consumed in a 90-day period as a result of a **flawless go-to-market launch** which was deployed between StoredTech, Techs+Together, Veeam and Probox with a well-executed announcement campaign reaching the right stakeholders.
- StoredTech now has more than **150TB stored with Probox**.
- The Techs+Together community has more than 40TB, which represents a **+72% increase in clients using cloud back-up**. The adoption trend is pointing ever upward.
- A **reliable, fit-for-purpose data protection for Microsoft 365 solution** is now readily available. Probox's turn-key offering, Office 365 Backup & Archive, provides StoredTech, Techs+Together MSPs and our end clients with an intuitive self-service portal, up to six daily backups and unlimited storage and retention in AWS (location selected by the MSP)
- **Probox Hive has accelerated engineering and administration efficiencies** when managing multiple Veeam environments and licensing.
- The Techs+Together MSP community are rapidly moving to adopt the Probox/Veeam solution and are **already identifying new opportunities** emerging, e.g. backing up Azure Blob storage.
- The Probox Hive dashboard is **transforming how MSPs manage Veeam environments and licenses**, delivering greater efficiencies and unlocking business insights.
- Probox and Veeam are seen as **significant growth partners**, with requests coming through for Probox to open an EU data center for GDPR compliance needs that Techs+Together member MSPs are facing.

About Veeam Software

Veeam® is the leader in Backup solutions that deliver Cloud Data Management™. Veeam provides a single platform for modernizing backup, accelerating hybrid cloud, and securing data. With 375,000+ customers worldwide, including 82% of the Fortune 500 and 67% of the Global 2,000, Veeam customer-satisfaction scores are the highest in the industry at 3.5x the average. Veeam's 100-percent channel ecosystem includes global partners, as well as HPE, NetApp, Cisco and Lenovo as exclusive resellers. Veeam has offices in more than 30 countries. To learn more, visit <https://www.veeam.com> or follow Veeam on Twitter @veeam.



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