



# Baseline growing business by onboarding clients faster

Portal speeds up MSP's provision of data management



- **Managed service provider onboards customer data in hours rather than days via new online marketplace**
  - **Self-service portal makes trials, provisioning, managing, billing and scaling quicker and easier**
  - **Single, web-based control centre allows MSP to view cloud and on-prem data in same place**
- 



Baseline Data Services ensures the security and availability of data for hundreds of commercial businesses in the United States, including financial institutions, manufacturers and utilities.

With a service that includes the provision of customised and enterprise-level disaster recovery solutions, online data protection and virtual private servers, Baseline relieves customers of the headache of managing their own recovery hardware and software, allowing them to focus on running their core production systems.

**Streamlining the  
end-to-end sales  
journey is a  
game-changer**



**Bruce McKnight says a new self-service portal that speeds up the provisioning of Redstor's cloud-based data management is accelerating business for managed service providers.**

Having spent many years working as an IT consultant for Baseline Data Services, Bruce knows only too well that the quicker a reseller can onboard, convert, provision, and bill a client the better. Waiting for vendors to respond can be costly as well as frustrating. That's why he says a new initiative that streamlines the end-to-end sales journey with customers is a game-changer.

Easy to demo, deploy and scale, and with set-up times of under 15 minutes, Redstor is designed for MSPs managing multiple accounts. It avoids the requirement to go back and forth, get demos booked,

contracts signed or hardware shipped. There are no hold-ups while paperwork is approved, delays while billing changes are made, and no managing complex licensing models for multiple clients.

Bruce has already seen how Redstor's self-service portal speeds up time to market for a reseller seeking to protect a client's Microsoft 365 data.

**“** If you have a thousand 365 users, you can set up protection centrally in one place at one time and you're done!**”**

Bruce McKnight

**TRY FOR FREE**

“The technology partners that Redstor works with are all self-service partnerships. Nobody helps you set up your G Suite. You swipe your credit card and do it yourself. The same is true of Azure or Amazon.

“If an MSP is to provide data protection to guys onboarding thousands of customers a day, how can you possibly hope to do that with a one-by-one manual approach? It does not fly.

**“What Redstor is doing is an absolute game-changer.”**

What might have taken weeks in the past, can now all be done on the same day.

“A lot of people have not yet gone to the cloud,” said Bruce. “As they do that, we say ‘in the same way that we protect your Exchange servers,

we can seamlessly transition to 365 and on the same pane of glass’ and they really like that. It is important we protect their data wherever it resides. In Azure, Google, or 365, we are there with them.

**TRY FOR FREE**

“Instead of working with different products across different architectures, Redstor minimises data protection to one pane of glass and offers the best opportunity to migrate data between eco-systems. We can back up a local server and recover it into Azure. There is value to that.”

## Challenges

---

- How to maximise margins and minimise overheads by signing up multiple clients quickly
- Need to attract customers by quickly demonstrating a comprehensive service that offers great value
- Desire to increase revenue opportunities
- Avoiding convoluted invoicing arising out of complicated commercial models

## The solution

---

- Self-service portal that allows MSPs to onboard faster, convert faster, provision faster, bill faster and scale faster
- A single, cloud-based platform that provides backup and recovery, DR, archiving, search and insight - pay for one, get the rest for free
- Dashboard for enhanced data visibility and insight showing rarely accessed data and indicating where data is unprotected
- Easily provision additional capacity, based purely on data volume, providing total visibility of cost for everyone

# Benefits

- Turbo-charge revenue by getting customers' data protected in hours rather than weeks
- Remotely manage all data from a single pane of glass with a simple-to-use solution that requires less management
- Easy identification of additional revenue opportunities
- Ability to scale infinitely, budget easily and obtain revenue assurance, making commercial and billing teams' lives easier

TRY FOR FREE



**Scale rapidly as  
demand changes**

With data centres in Indianapolis, Indiana and Michigan, Baseline currently protects 123TB of customer data with Redstor.

Bruce expects that figure to grow significantly now Redstor offers a highly competitive solution that is quick to demo, easy to sell and manage - and readily available on a free trial.

He said: "Baseline has a plan to onboard customers in thousands or hundreds of thousands. You simply cannot do that by filling in forms. There has to be automation.

"Having the ordering part of the onboarding process set up on the system is fantastic. So a customer can pay with a credit card, get access to the product and self-enable protection of G Suite and 365

data. That moves us a considerable step forward.

"Redstor is ahead of the competition. Most products are based on a someone-is-going-to-help-you-get-sorted model.

"But with massive audiences, that model simply can't scale and is not a great customer experience, especially when time-zone differences make it a cumbersome process.

"So many aspects of the world now are self-serve. You set up yourself, or the technology does everything automatically, leaving you to get on with your job. The MSP gives the high touch or validates certain things, but trying out a solution should be automated."

Onboarding on-prem devices can be an arduous task for IT teams.





TRY FOR FREE

Bruce said: "Installing anything on multiple servers typically takes time. For Redstor to streamline that process through an admin user, who can see all the servers on a network, is another huge step.

"The last customer I supported had 84 servers. Imagine installing and configuring those 84 times."

“ Not only is Redstor’s install process one of the easiest I’ve found, we are able to support the customer and recover their data without direct interaction.”

Bruce McKnight, IT consultant at Baseline

# Increase profitability with a unified solution that is easy to sell

Redstor’s self-service portal enables Baseline to procure, deploy and manage customers' backup and archive data fast. Creating upsell opportunities is easier with a comprehensive platform that offers invaluable insight into entire data estates.

The removal of multiple point solutions for backup and recovery, data search, archiving and disaster recovery also improves customer satisfaction and retention.

Bruce said: "Having a single control



centre to manage customer data remotely and a single vendor, rather than multiple ones for separate solutions, is extremely important for any MSP looking to scale rapidly. This is a crucial component of Baseline's plans to market to waves of tens of thousands of customers. Redstor's technology enables that process to be a reality.

"I know of another backup provider that got into bed with a third-party vendor to provide archiving and the immediate feedback that they got from customers was 'the last thing I want to do is add another piece of software that has a completely different interface'."

If live data is lost, Redstor eliminates downtime by enabling users to live-stream whatever they need to carry on working.

## Save time and operational overheads



This is done with InstantData™, a unique technology that presents a server (to the user) as fully recovered while a restore is still in process.

So, should an organisation suffer a hardware failure, a malware or ransomware attack, or any other

activity which renders them unable to operate – disruption is no longer an issue.

With a simple opex-only model, Redstor eliminates the need for resellers to install, manage or maintain appliances.

Bruce said: "For many types of

customers getting rid of on-prem hardware absolutely makes sense. Streaming is great where there is really good bandwidth, but that's not always the case outside of big metropolitan areas for huge companies with a lot of data."

**Redstor, however, uses smart compression, encrypting data at**

**source, deduplicating and compressing it. Not only does this greatly reduce the size of each file transmitted, making it bandwidth efficient, but only changed data is transmitted and stored – radically reducing costs.**

**“The changed-block tracking process that Redstor uses lends itself to a skinnier bandwidth,” said Bruce.**

“We have had customers where we’ve been able to get more protection without having to buy new storage servers. In most cases we have moved them from 14-day retentions to 30-day retentions with either the same or less space taken on the storage server. When you expand that out over 90 days Redstor can take up as little as one-tenth of the storage of some providers.

“Reasonably priced storage is in the 5-to-20 cents per GB region so dropping from 20TB to 1.5GB is substantial money. You are not just avoiding the purchase of a new disc, you are no longer looking to buy a whole new storage server. That could be 20,000 or 30,000 dollars that you have offset.”

**offloading rarely accessed data to the cloud. With Redstor, archived data remains instantly accessible and searchable - and there are no fees to retrieve files.**

Bruce said: “On the Redstor web console I could see that 56-per-cent of one customer’s data had not been accessed in the last three months.

**TRY FOR FREE**

## **Improve customer retention by becoming a trusted advisor**

---

The capability to identify additional revenue opportunities with Redstor’s comprehensive insight dashboards is not lost on Bruce.

**Clients relish the cost savings of an archiving solution that frees up primary storage space by**

To relieve half his storage is of massive value.

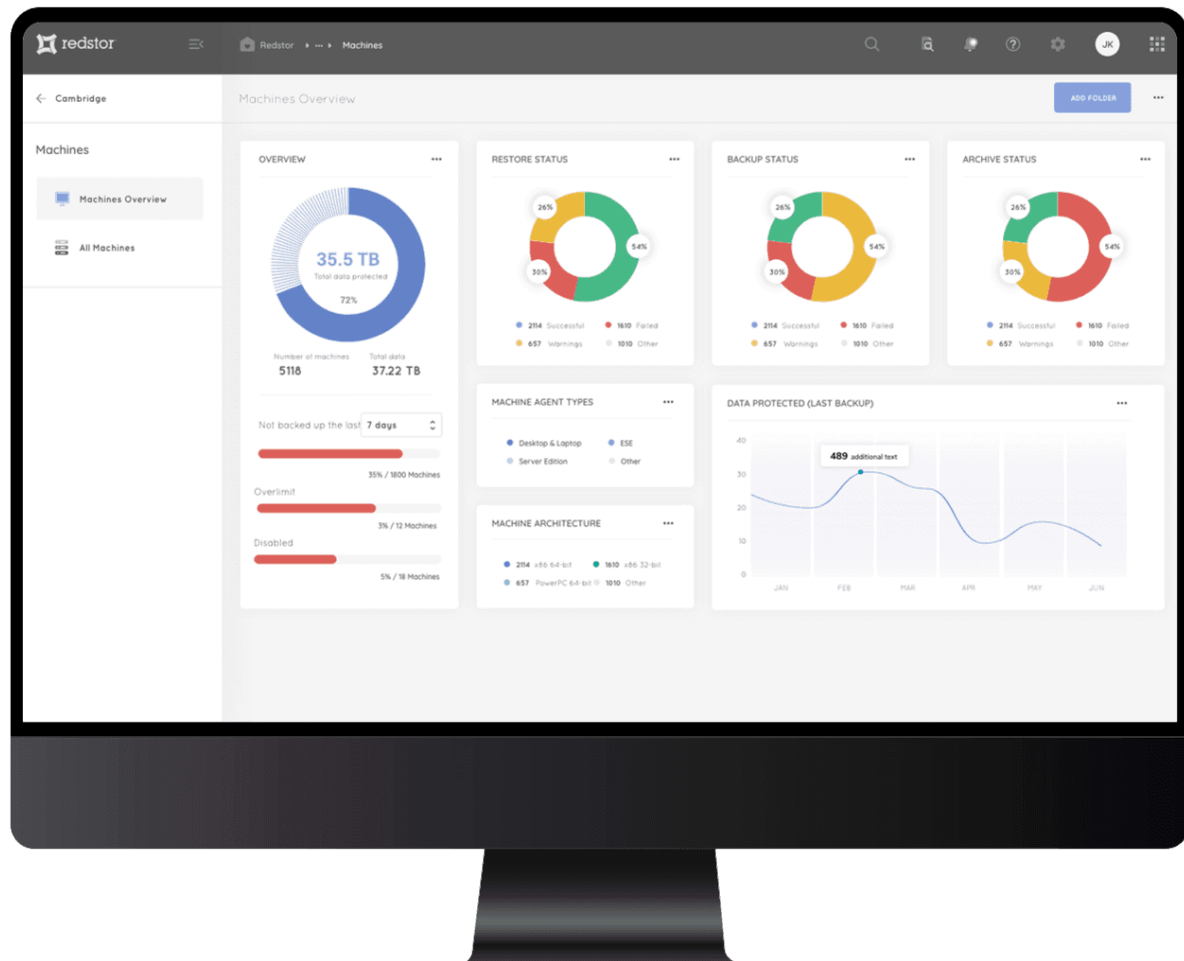
“Think about it. ‘This is my NetApp filer that I just paid half a million dollars for and you are telling me you can free up 50-per-cent of it for nothing!’.

# Multi-tenanted functionality and easy to set up

With a platform designed for multi-tenancy and an easy-to-use, self-service portal, Redstor offers complete billing visibility and the ability to manage account limits.

Baseline can service customers from anywhere, on any device at any time through a single, web-based control centre.

**Bruce said: "Redstor is so responsive to partners and that is extremely valuable. The approach is 'what do you guys need? We'll go build it' and I love that."**



Thank you for reading

# Baseline Case Study

