BackupChecks

THE SERVICE DESK FOR ASIGRA

The hard truth about running a backup business today is that there are a lot of commodity services tempting your customers with prices that are hard to match.

A "good enough" service isn't enough to stand out any more – you must be exemplary, and backup services that fail to differentiate themselves will be viewed as a tax. A necessary – and highly disposable – evil.

The key to retaining existing customers and winning new business is to change that perception and instead become a "Trusted Advisor" to the organisations you work with.

BackupChecks is a service desk for Asigra providers that improves the quality of the services you provide whilst reducing the resources required to deliver them.

It helps your engineers get back in front of your customers and provide a more personal, high-value service by automating the day-to-day management tasks.

It provides your customers with valuable insight and actionable intelligence around their backup operations.

Simply put, it transforms your backup service from a necessary tax to a value-generating tool. You can significantly increase the value of your customer relationships without incurring extra management tasks.

Here's how it works.
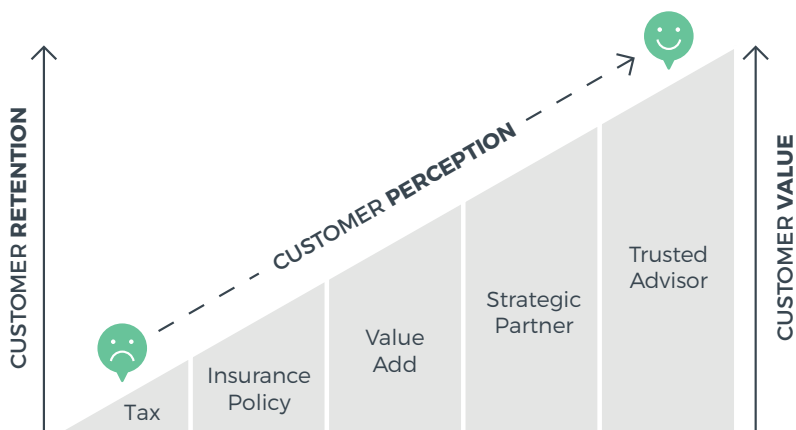
- ✔ **Win new customers** by demonstrating your expertise

- ✔ **Retain existing customers** by showing your value

- ✔ **Reduce your costs** and improve profitability

Customer Portal

Give your customers a branded portal to
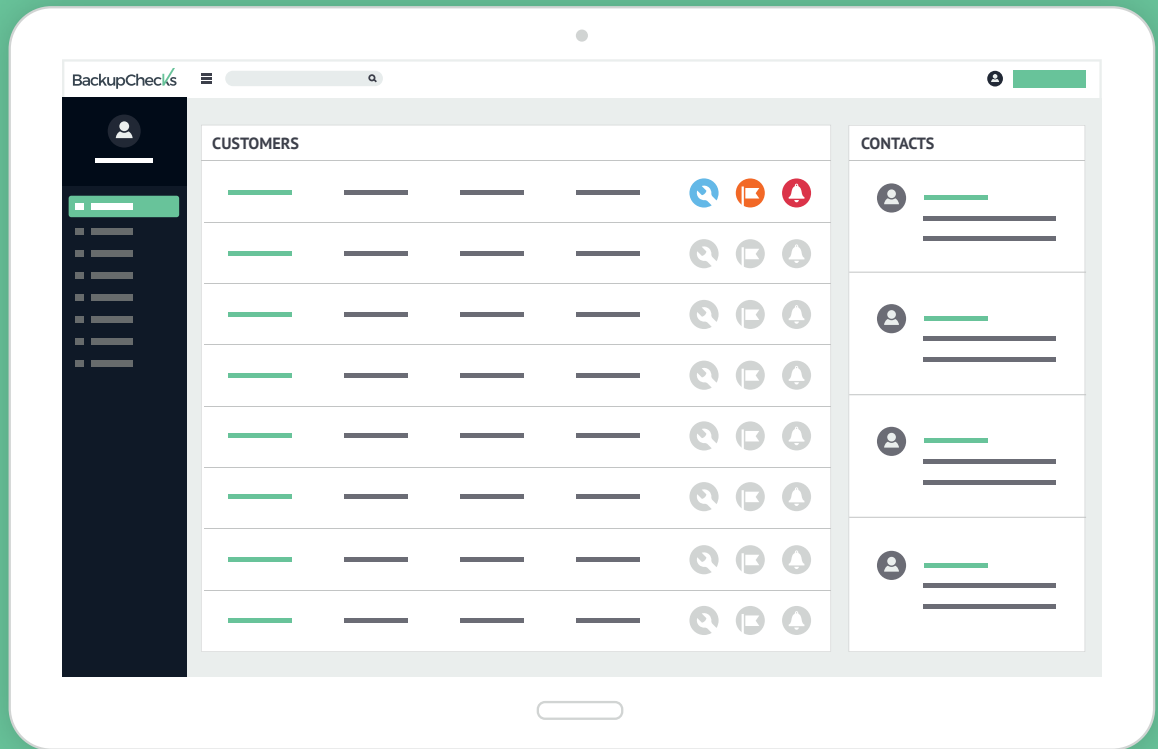check on their vital backup stats

How many restores
have they made?

How much data are they
storing and what is the
trend?

Which sets have
completed successfully?

Service Desk

Give your engineers the power to do more and remove repetitive tasks that deliver no customer value

Fix common issues across all customers and all DS-Systems in one click

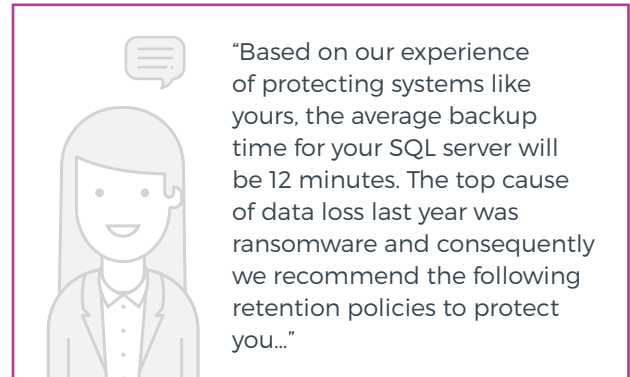**Flag and report issues to customers based on their contact preferences**

Identify recurrent faults

Escalate critical issues to senior support engineers

Win new business

The great thing about Asigra is that it captures all the information you need to provide your customers with valuable intelligence and actionable insight around their backup strategy.

BackupChecks finds the customer data generated by Asigra and visualises it clearly and beautifully in a customer portal.

This not only helps your customers get real-time information on the status, performance and growth of their backup environment, it equips your sales people with hard, customer-specific evidence to have better discussions with new prospects about the service you provide.

"Based on our experience of protecting systems like yours, the average backup time for your SQL server will be 12 minutes. The top cause of data loss last year was ransomware and consequently we recommend the following retention policies to protect you..."
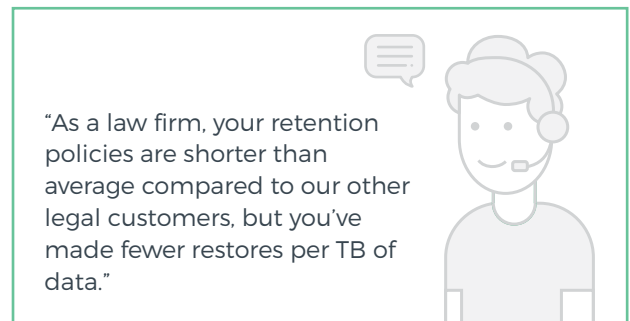
With BackupChecks the conversation no longer revolves around simply driving down costs. It actually becomes a valuable advisory exchange, driven by the hard metrics and broad insights garnered from data gathered by BackupChecks.

Retain more customers

The secret of long-term profitability for any Monthly Recurring Revenue (MRR) service is customer lifespan. The longer you keep a customer, the more profitable they become.

The BackupChecks service desk collects useful benchmarking information for your customers, and displays it in a clear, branded portal to inform their ongoing backup strategy over time.

"As a law firm, your retention policies are shorter than average compared to our other legal customers, but you've made fewer restores per TB of data."
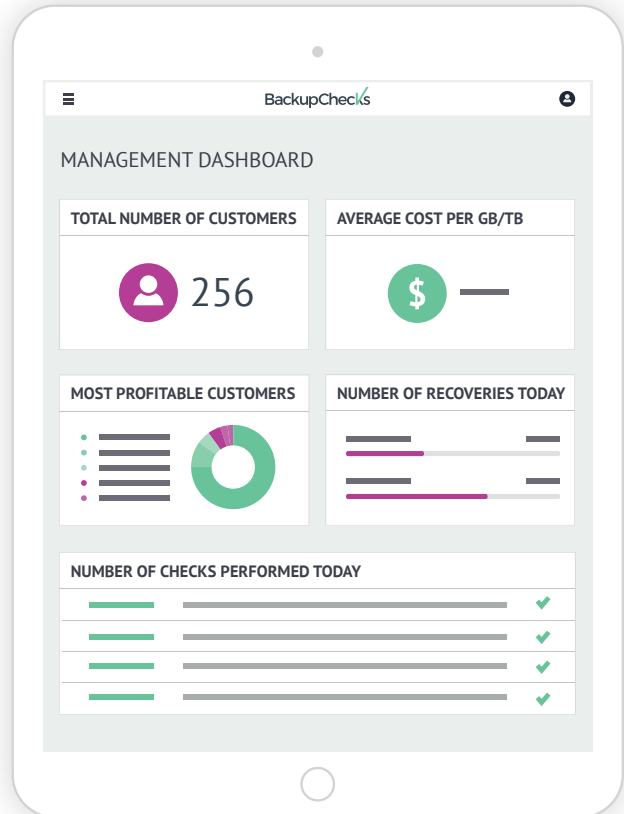
Know your backup business

Of course, this ease of reporting extends to your business as well.

Get real-time management stats about your backup business

ACME BACKUP: ANNUAL REPORT **2014**

Ran 15 million backups

Protected over **4PB** of data

Saved over 20 companies

from natural disasters

Saved over 50 companies

from malware related data loss

Long-term reporting for better forecasting

BackupChecks

MANAGEMENT DASHBOARD

TOTAL NUMBER OF CUSTOMERS

256

AVERAGE COST PER GB/TB

$

MOST PROFITABLE CUSTOMERS

NUMBER OF RECOVERIES TODAY

NUMBER OF CHECKS PERFORMED TODAY

Reduce your costs and improve profitability

Here's the real kicker: with BackupChecks it's easier to deliver a better service.
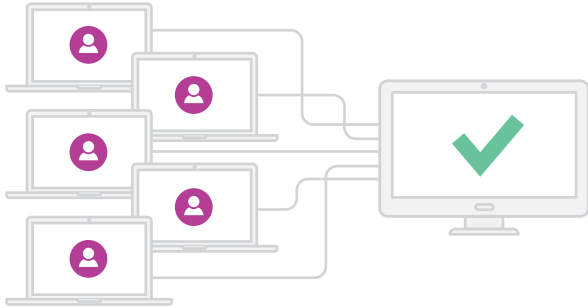
BackupChecks makes your support engineers up to 300% more productive. It also significantly reduces the possibility of not spotting an issue for your customers.

As well as guaranteeing you can deliver a proactive service, BackupChecks ensures you are able to call your customers to resolve issues before they call you.

Imagine the savings to your business and the benefits to your clients if a single engineer could proactively manage thousands of backup jobs a day and over 1 million each year. That's almost 2 million backup logs that need reading every day.

BackupChecks not only reads and prioritises backup logs but can spot issues outside of normal system alerting. BackupChecks can spot issues that affect groups of customers so your engineers can fix issues quickly.

- Be proactive and get in front of customer backup issues (instead of being told about them by your customers)

- Improve your margin as you scale

- Allow 1st line engineers to do more

- Provide a better service, with fewer engineers

The biggest cost in providing an exceptional service isn't software and it isn't storage. It's support.

Reduce your overall Cost of Provision for Asigra backups with BackupChecks.

BackupChecks

1 USER

$5,000

UP TO 5 USERS

$10,000

MORE THAN 5 USERS

Call now

Contact us

info@backupchecks.com

+44 (0)330 22 33 077

8am-6pm Monday to Friday

Security and confidentiality of customer data:

- BackupChecks has been architected from the ground up with client data security at its heart
- Deployed as a virtual appliance behind your corporate network. No client information is sent to BackupChecks
- The only information sent to the BackupChecks license server is the number concurrent users for invoicing