Infrascale

ITque

Managed IT Service Provider Helps SMBs Protect their Data with Infrascale SOS Business Cloud Backup

ITque: Leading MSP serving Silicon Valley and greater Bay Area

ITque (pronounced "i-teek") is a Managed IT Service Provider (MSP) helping small and mid-sized Northern California businesses increase productivity and profitability with custom-fit IT solutions. ITque specialties include Hybrid Cloud Solutions for Small Business, Office 365 Implementation & Migration, Backup & Disaster Recovery, Microsoft Exchange, Data Protection & Security, Networks, Printers, VoIP, Corporate Email and more.

ITque's Backup & Disaster Recovery (BDR) solutions combine award-winning data storage products and hosted solutions including SOS Business from Infrascale to deliver a multi-level backup strategy that provides highly available local data storage and complementary remote offsite storage of critical business data, at a competitive price.

Customer Pain: Protecting Against Catastrophic Data Loss

Loss of data ranks as a "worst nightmare" for businesses of any size, but for small businesses data loss can be devastating. SMBs often operate with tight resources, narrow margins and immediate deadlines which means even as little as a few hours without access to critical data, or trying to retrieve it, has serious negative impact on the bottom line – and could even be catastrophic.

Consider the stats:

- 93% of companies that lost their data center for 10 days or more due to a disaster filed for bankruptcy within one year of the disaster. 50% of businesses that found themselves without data management for this same time period filed for bankruptcy immediately. (National Archives & Records Administration in Washington)

- 30% of all businesses that have a major fire go out of business within a year and 70% fail within five years. (Home Office Computing Magazine)

- 7 out of 10 small firms that experience a major data loss go out of business within a year. (DTI/Price Waterhouse Coopers)

- The cost of a data breach is estimated at $136 per lost record at an average of $5.4 million total annually in the US. (Ponemon Institute)

No business can deny the importance of backing up their data. However, many SMBs are often overwhelmed as to where or how to start a business continuity plan, especially when building infrastructure in house can be cost prohibitive for most. Thankfully, SMBs can turn to leading MSPs to provide automated, reliable, enterprise-grade cloud-based data backup and recovery at levels of sophistication -- and price-- that SMBs cannot achieve on their own. For MSPs, this creates potential for new revenue streams and business growth.

ITque joins over 1,000 other MSPs worldwide using Infrascale's award-winning SOS Business to add value to their clients by delivering affordable, enterprise-grade data protection and disaster recovery solutions.

Overview

"We were looking for a secure cloud storage solution with sophisticated centralized data management features offered at a simple and profitable pricing model. Infrascale exceeded these requirements, enabling us to enhance our customer relationships and grow our BDR business,"

Rob Naragon
President, ITque

Partner Profile

MSP serving small and medium sized businesses in Northern California

Partner Website

www.ITque.net

Business Situation

In order to compete in a crowded MSP market and better serve customer needs, ITque selected Infrascale SOS Business to deliver secure, reliable data backup and rapid recovery solutions.

Business Benefits

Leveraging Infrascale's SOS Business cloud backup and MSP partner program, ITque expanded its recurring client revenue by more than 50 percent in 12 months.

Technology Benefits

Unlimited access to backup for SQL Server 2008 and 2012, Exchange 2010, file servers, PCs, and Macs as well as mobile endpoints. Infrascale offers a truly end-to-end solution, perfect for our clients.

For further information, contact:
Infrascale
www.infrascale.com

ITque Selects Infrascale to Meet Client Needs, Grow Business
Business is competitive in the San Francisco and Silicon Valley area and as a result, ITque needs to provide systems that help its SMB clients focus on growing their business, not worrying about their data assets. ITque does just this by seeking and providing world-class solutions that grow with their clients' IT needs.

ITque relies on Infrascale to deliver an affordable, enterprise-grade solution for protecting its clients' most critical business information. The ITque DBR solution leverages SOS Business for complete offsite server backups and bare metal recovery of Windows, SQL, SharePoint and Exchange servers. A centralized, easy to use management dashboard enables remote deployment, reporting, and monitoring.

Secure, Reliable, Fast
Infrascale's SOS Business solution utilizes 12 data centers across five continents for data replication and NSA PRISM-proof military grade data encryption for the highest level of backup data security available. On-the-fly encryption ensures rapid backups, two times faster than other online backup providers, ensuring that ITque can recover client data quickly in the event of a disaster.

Partner Rebranding
Another important requirement for ITque in selecting a cloud backup provider was the ability to white-label the solution as their own and deliver the branding on the end user's desktop. Infrascale delivers complete rebranding and sales and marketing materials to enhance the ITque customer experience.

Strengthen Client Relationship, Create Recurring Revenue
Expanding its BDR offering with online backup has enabled ITque to increase interactions with clients and create recurring revenue streams through setting their own margin. Additionally, the opportunity to engage with clients through ongoing data management has enabled ITque to improve customer satisfaction and, in many cases create new cross-sell opportunities.
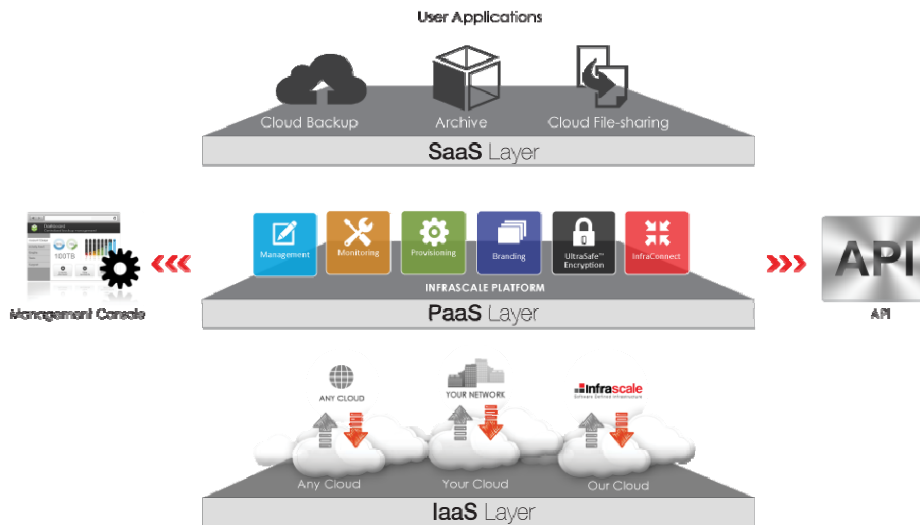
About SOS Business
SOS Business delivers data protection, archiving and recovery for servers and applications.

- **Cloud Backup Application Suite**: for fileservers, PCs, Macs, iOS, and Android
- **Centralized Management Dashboard:** reporting, monitoring, and deployment
- **Partner Rebranding**: Backup Recovery Manager and Dashboard
- **Partner Pro Support**: US based, unlimited training and tech support
- **Partner Success Program**: Marketing tools, account manager, sales training
- **Cloud storage**: Partnership includes 1TB of cloud storage space

"Thanks to Infrascale, we're providing better data protection and recovery services at lower costs for our customers while increasing our margins, creating new streams of monthly revenue and maintaining longer-term engagements due to the ongoing nature of the recurring revenue structure," — Rob Naragon, ITque founder and president

The Infrascale Platform: Software Defined Infrastructure™

Infrascale delivers three distinct, enterprise-grade solutions built upon the Infrascale cloud storage platform that provide enterprises or MSPs and VARs end-to-end data protection. SOS Business provides complete server backup and recovery. FileLocker provides secure file-sync and collaboration. EndGuard offers centrally managed end-point data protection and management.

Infrascale's platform replaces traditional hardware storage with cloud-backed virtual software objects. Infrascale's modular and flexible platform offers solutions at the Software (SaaS), Platform (PaaS), and Infrastructure (IaaS) level with the most complete flexibility to work with our infrastructure- or your existing software and infrastructure. By offering solutions throughout the multi-cloud layers, Infrascale make's cloud storage easy, secure and inexpensive for their customers.

About ITque, Inc.
ITque, headquartered in the heart of Silicon Valley, is an IT Solutions Provider specializing in custom-fit IT solutions for small and mid-sized businesses in Northern California. ITque clients range from hospitality and professional services businesses all the way to manufacturing and credit card processing companies. Visit www.itque.net for more details.

About Infrascale
Headquartered in El Segundo, Calif., Infrascale's cloud platform runs from 13 data centers across five continents. Infrascale's software spans mobile, desktop and cloud and powers over 1,000 independent cloud service companies, VARs and MSPs. Visit www.infrascale.com

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