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Milan Maricic, Chief Operations Officer, SIAX Computing Solutions

At a Glance

Vertical
MSP

Year Founded
1985

Chief Operations Officer
Milan Maricic

Endpoints Managed
3,000

Website
siax.net.au

Key Findings

Efficiency
Increased sales within existing accounts

Revenue
Reduced file recovery time to 10 minutes

Products

Webroot
Business Endpoint Protection
Security Awareness Training

Carbonite
Backup for Microsoft® 365

Australian MSP Provides Superior Data Protection, Delights Customers and Increases Sales with Carbonite

Background

Established in 1985, SIAX Computing Solutions is a privately held company based in Hallam, Victoria Australia. Having started as a break-fix operation that serviced small businesses and home network environments, SIAX has since grown to become a premium information, communication and technology (ICT) managed service provider to numerous small and medium-sized businesses with a total of over 3,000 endpoints, 75% of which are fully managed.

SIAX delivers managed security, backup, and recovery services using a subscription model, which fundamentally fits everyone in this targeted horizontal, regardless of industry.

The Challenge

Clients largely rely on SIAX for security and data recovery of their own intellectual property. Unfortunately, as more and more clients began storing data in the cloud, they also experienced some challenges recovering files that had been deleted accidentally. At the time, the file recovery process with SIAX' previous backup solution was lengthy and intensive, and both the SIAX team and their clients grew increasingly frustrated with the lack of visibility into the status of backups. Additionally, some clients had difficulty backing up Microsoft® SharePoint files and sites, due to the size, customization and complexities of such sites. What's more, Microsoft® 365 only maintained archived data for a short period of time, so it didn't provide a suitable solution either.

"Many small businesses don't really understand the importance of backing up until they suddenly need to recover something and it isn't there," says Maricic, Chief Operations Officer at SIAX Computing Solutions. "If the products we're using either fail to do the job or take much too long to do it, then everyone's unhappy." Maricic explains how this is ultimately what motivated SIAX to make changes to their solution set to better protect their clients' data, enabling them to improve customer satisfaction, better maintain their SLAs, and enhance business continuity and security overall.

Solution

SIAX had been using Webroot® Business Endpoint Protection and Webroot® Security Awareness Training for a few years before Webroot and Carbonite joined forces in 2019. When they began investigating alternate backup and recovery tools, SIAX felt the Webroot/Carbonite partnership made sense to explore further. They trialed several solutions, but Maricic says Carbonite® Backup for Microsoft 365 was a clear winner right away. Plus, being able to work through an existing vendor relationship that they already knew and trusted made the switch to a new backup solution even easier.

"Our customers needed a backup solution that was non-intrusive, automated and efficient. Carbonite Backup for Microsoft Backup was superior to other products we trialed, both in its ability to successfully perform backups and offer fast and effective file recovery."

– Maricic, Chief Operations Officer, SIAX Computing Solutions

After having deployed the Carbonite solution in May 2020 to a little over half of SIAX' client base, Maricic is pleased to report, "Carbonite's deployment is fast and non-intrusive for our customers. It allows us to individualize each of our customers' requirements around what data needs to be backed up and how often, which is an essential feature for us."

Additionally, many Australian businesses are subject to data storage and compliance regulations, which state that certain data cannot leave the country of Australia. "With Carbonite, we know the data is stored locally in Australian Data Centers, which is a must for our customers," Maricic explains. "And it provides even greater speeds for data recovery, when required." Ultimately, the Carbonite solution met all of SIAX' data storage needs.

Since deployment, their once-lengthy file recovery process has dwindled down to 10 minutes. The SIAX team no longer has to spend numerous man hours trying to recover files due to the inadequacies of a less effective backup product.

"Not only was deployment easy and painless, but we were able to quickly scale our Carbonite Backup for Microsoft 365 offering to greater than 1000 seats in the first two months! The technical team especially loves the clarity of reporting, ease of troubleshooting, and proactive management."

– Maricic, Chief Operations Officer, SIAX Computing Solutions

Conclusion

Maricic says the Carbonite product has earned the trust of their technical and sales teams and customers, alike. SIAX customers are particularly thrilled with the visibility and speed they get with Carbonite Backup for Microsoft 365, and have expressed that they feel assured their data is in safe hands and easily recoverable, should the unthinkable happen. Best of all, because the product doesn't take up large amounts of network bandwidth, "most customers don't even notice it's there."

"Talk about competitive advantage. The Carbonite product makes us look really good to our clients! Because of the reporting, we can give them as many backup snapshots as they need to feel convinced their data is safe. Spoiler alert: it doesn't take long. So we've actually been able to increase our efficiency."

– Maricic, Chief Operations Officer, SIAX Computing Solutions

When we asked what's next for the business, Maricic reported that some of their customers were already trialing Carbonite® Endpoint, and that SIAX would be "dipping [their] toes in the water. Carbonite Endpoint might be just the thing for some of [their] other clients." Additionally, Maricic says he and his teams are exploring how to round out their cyber resilience portfolio with a network filtering security solution like Webroot® DNS Protection.