CARBONITE | **WEBROOT**
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ENHANCED
Technology For Better Business Performance

At a Glance

Vertical
Managed Service Provider

Year Founded
1994

Title
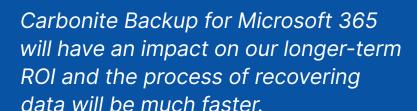James Cripps, Technical Director

Supported Clients
350

Website
enhanced.co.uk

Key Findings

Time Savings
60% time saved per data
recovery request

> *Carbonite Backup for Microsoft 365 will have an impact on our longer-term ROI and the process of recovering data will be much faster.*
>
> **James Cripps, Technical Director**

Carbonite complements Microsoft data recovery and backup

Enhanced, an MSP in the UK, supports 350 clients, in a range of industries from manufacturing to logistics to accounting, that rely heavily on Microsoft 365. James Cripps heads up the infrastructure division for the company and is responsible for backup, security, networking, connectivity, and other services. Enhanced uses SolarWinds RMM to roll out services to clients, 75% of which are fully managed.

To remain competitive in the marketplace, Enhanced secures clients by providing industry leading technology, but, ultimately, customer experience is their differentiator. Enhanced provides data retention and backup guidance to clients with and without in-house IT teams.

Problem – Before Carbonite® Backup for Microsoft 365

In recent years, the Enhanced team has worked hard to improve their clients' security. They implemented robust security and networking tools and policies to prevent malware and ransomware infections. In part due to these efforts, data loss and the need for recovery after ransomware attacks had become more and more rare, but data loss from user error continued to be widespread.

Over time, more and more clients began relying on the flexibility of the cloud. Clients had moved data to the cloud using products like Microsoft 365 and Microsoft Azure. In shifting to the cloud, Enhanced staff saw opportunities to help clients better understand cloud storage, data protection and backup. While data protection and backup are included in many Microsoft tools, Enhanced found that third-party providers often offer better protection than the built-in capabilities of business productivity tools, such as Teams and Sharepoint.

"There's quite a lot of misunderstanding in the industry around recovery around on Microsoft 365 and what kind of protection that entails. Yes, you can recover with those built-in tools, but there are a few scenarios where they don't cover you. Clients have begun to realize the importance of some of their data, and the big picture of all their data," explained Cripps.

After experiencing a few lengthy data restores with Microsoft after customers had started using Microsoft 365, they began to search for a tool to complement the built-in data recovery and backup of Microsoft cloud products.

"Recovering data from Microsoft is not quick. Retention policies don't provide protection for every recovery scenario you might face. In most cases, we have gotten data back from Microsoft, but often our clients are looking for a single email and would rather do a granular restore instead of restoring an entire mailbox. This tool helps our clients who are looking for specific restores," said Cripps.

Enhanced sees their clients as the most critical element in securing business data. Accidental deletions are quite common and even, occasionally, disgruntled inside actors taking advantage of their network access. However, it happens—sometimes when an asset is simply thought to be insignificant until it's needed—unintentional deletions are regular occurrences.

After Carbonite – A Third-Party Backup and Recovery Solution

"I did a review of products and chose Carbonite Backup for Microsoft 365 because we had already trusted Carbonite for several years. The reliability of the product proves the value of it, and the credibility of the PR around a vendor helps build trust with clients," said Cripps. After using Carbonite products for quite a few years—first using the server, endpoint, and backup products—Enhanced is now an early adopter of Carbonite Backup for Microsoft 365.

Coverage in Carbonite Backup for Microsoft 365 provides broader application support and, for Enhanced, is worth the investment.

"Using this third-party tool on top of Microsoft 365 has increased our customers' confidence in our support and that they can recover accidentally deleted data. We all make mistakes of course, and our clients appreciate knowing they can recover a file much more quickly. That was an easy sell," said Cripps.

"Carbonite Backup for Microsoft 365 will have an impact on our longer-term ROI and the process of recovering data will be much faster. Over time, our customers have learned that all data has value and they want—and need—to be able to recover it. It covers our gaps in cloud storage and recovery."

Conclusion

Soon Enhanced will roll out Carbonite Backup for Microsoft 365 to its clients in a package of bundled products. Packages include email signatures, Microsoft 365, and email security products. Enhanced staff had already liked the commercial pricing model of Carbonite, which carries over to Carbonite Backup for Microsoft 365.

"Carbonite Backup for Microsoft 365 will be part of our standard offering. We see Carbonite Backup for Microsoft 365 as a key piece. It will be mandatory. We will execute the rollout and management entirely, since most clients are managed."

James Cripps, Technical Director

With many clients working remotely since the COVID-19 outbreak, securing home devices has gained importance. So has collaboration. Knowing where data is stored and how it can be recovered is an essential part of business continuity. "Data recovery is a critical piece of security strategy, and we're confident we've chosen the right tools to secure and recover data stored in Microsoft cloud products," said Cripps.