



## Axcient/eFolder Harnesses Software and the Cloud to Support Mobile Security, File Sync, Backup, Disaster Recovery, and Business Continuity Needs

### Q&A with Matt Nachtrab, CEO Axcient/eFolder Inc.

**Q Can you provide us with an overview of Axcient / eFolder?**

**A** Axcient /eFolder was founded and purpose built to provide backup solutions to the IT Service Channel. At a high level we provide business continuity and data protection solutions for needs both on-site and within the Cloud. These solutions allow our partners to very seamlessly provide a suite of backup solutions to their customers, who are typically SMBs. We take our partnerships very seriously. We're here to support not just the delivery of the backup services to their clients, but also to support and grow profitable businesses. We provide a full on-boarding program focused on the implementation and successful selling of our solution, along with additional methods of enabling our partners through webinars, educational series and brandable documentation. We work to help our partners build successful data protection solutions and deliver those to their customers.

**Q What products do you provide to your partners?**

**A** The Axcient /eFolder suite of solutions consists of three pillars of products: Business Continuity, File Level, and Cloud-to-Cloud. Considering where Business Continuity has evolved to in the IT landscape, it has (un)officially become a flagship offering of ours with three distinct products covering Backup & Disaster Recovery (BDR) and Disaster Recovery as a Service (DRaaS).

**Q What is the first of these?**

**A** That's Axcient Business Recovery Cloud (BRC), which is a DRaaS solution built from the Cloud down focusing on

the recovery experience of backup. It's an appliance-based solution which backs up a myriad of data types (i.e. Physical Servers, File & Folder, etc.). Partners buy the appliance with a subscription service. They provide that service to their customers for a seamless recovery in the cloud. Point and click, and your Client's office is back up and running really fast.

**Q What's the second solution?**

**A** Axcient Fusion is a VMware focused backup technology, which as with BRC, provides a very elegant recovery experience in the cloud with some very sophisticated automation. It provides orchestrated recovery in the cloud so with a single click you can recover entire environments. Fusion is really starting to get traction in the space. It's our newest technology totally focused on backup and recovery in VMware.

**Q And what's the third solution?**

**A** Replibit, which was purpose-built for MSPs. It's chain-free so every single backup is recoverable regardless of the previous backups. So if for some reason one backup experiences some corruption at 8 a.m., the backup that occurred at 9 a.m. is wholly consistent but still incremental. Each backup point is independently recoverable. So there's a lot of flexibility in how partners can choose to deploy Replibit as a service to their customers. They can buy the appliance. It comes as a nicely bundled solution that they can install at their customers or they can use their own hardware. They can make their own custom branded

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server with their MSP name and branding. Also if they have their own IT infrastructure they can set up a vault in their data center and point their customer backup to it. Or they can send the backups to the Axcient/eFolder cloud and have it offsite.

### **Q How do these solutions help MSPs?**

**A** Backup and recovery services are the most critical function they provide to their customers and we offer a comprehensive set of solutions covering the many layers of data MSPs are being required to manage. Additionally, as MSPs look to become more operationally efficient, Axcient/eFolder solutions integrate smoothly into a Solution Stack, which is supported by our thousands of MSPs (and their techs) who love working with our products every day.

### **Q What is your solution for Microsoft Office 365?**

**A** Cloudfinder is our easily configurable solution for Office 365. You point Cloudfinder to your Office 365 instance and it will back up all the environment covering mailboxes, Calendar, Contacts and SharePoint for that client. Cloudfinder also provides text search to the point where if you are looking for information in an email and you don't even know what mailbox it's in, you can do a search across your entire org and it pops up the information you're looking for in an almost search engine style display. Partners find this granular recovery capability very useful for finding old information that a client might have deleted, along with an improved efficiency for tasks like discovery for due-diligence and other legal requirements. It's also useful if there's corruption issues, or other problems centered around requiring access to data in previously deleted licenses.

### **Q Does that help MSPs take advantage of the growing Office 365 market?**

**A** Absolutely. Our partners who are bundling Cloudfinder with Office 365 are making more money through the

features and data insurance of the solution's contributory margin. This O365/Cloudfinder combo can also help differentiate your product from competitors only selling O365 with no added benefits.

### **Q What do you provide for file synch and share management?**

**A** Anchor, which truly is SO much more than just File Sync & Share, is another of our purpose-built solutions for the IT Channel. It's truly a productivity tool for clients, and comes with a multi-tenant management portal enabling the ability to see and manage administrative settings for all of their clients. It's very granular and configurable allowing the MSP to deliver their secure file synch and share offering in their own way, and being a fully brandable solution (including the App for iOS and Android) allows for the MSP to differentiate themselves from solutions like OneDrive and Dropbox. It's designed so MSPs can build their business around it and actually make money on file synch and share. Not many MSPs have a money-making service built around OneDrive.

### **Q Do you offer any other products in the file backup category?**

**A** The other product in the category is our original file backup solution called Backup for Files. It's the product that eFolder was founded upon and built from the ground up for MSPs. It allows flexibility to address client's file level needs backing up files on a workstation to file backup on servers.

### **Q How easy is it for partners to work with Axcient/eFolder solutions?**

**A** Our goal is to make the Axcient/eFolder Partner Experience as much of why people do business with us as the Suite of Solutions themselves. Our suite is built with 100 percent our own IP, and are not only designed to be easy for MSPs to deploy, but are also developed with the roadmap of improving the experience of how Partners manage each solution within their daily businesses.

Find out more: <http://www.efolder.net/products/>