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OXEN Technology Grows Cloud Business with StorageCraft

Q&A interview with Bob Gentzler, President, OXEN Technology

Q What can you tell us about OXEN Technology and the services you provide?

A Based in Harlan, Iowa, OXEN began building PCs for farmers 33 years ago. We grew the business from residential to commercial to becoming a significant Microsoft Partner in the central U.S. We've continued to evolve and today about 50 percent of our revenue is managed services, recurring revenue, managed contracts, including backup, recovery and failover services. The future of our business is managed services and we're now a cloud services provider.

Q How has your customer base evolved?

A We have close to a thousand clients. A little over 200 of those are managed service clients and about 40 percent of our business is in education, K-12 and higher education. We're really diverse. For example, Iowa and Nebraska are unique in that there are still a lot of independent phone companies. There are approximately 120 independent phone companies in Iowa and a number of those are our clients. In addition, our clients are county and city governments as well as non-profits. We focus on helping small and medium organizations thrive in a changing landscape.

Q What challenges are your customers facing?

A First and foremost it's security. How do they secure their environments? Secondly, how do they manage an environment that's more and more wireless and where everything is provided as a service? Then, you've got the entire topic around Internet of Things. How do they manage and secure an environment where everything is communicating: light bulbs, thermostats, manufacturing equipment, computers, security systems and telephone systems?

Q What questions do your clients ask regarding security, especially for data?

A They ask: How do I build networks that are secure, especially now that they are more and more wireless? How do I deal with that and how do I secure it? What data can be trusted? What access is trusted? Am I ready to move all my accounting to the cloud? How do I know that my data is secure? This is where StorageCraft provides the answer: secure your data, make sure you don't lose access to it and even if something does happen you can be sure that you can recover it.

Q How is StorageCraft helping you with these issues?

A We've had a long relationship with StorageCraft. It began simply as software to manage backups for clients. StorageCraft has been a reliable software platform for many, many years. But over time, it's evolved into more: a solution that provides backup, recovery and failover for clients to protect their data. Regular and reliable backups are the ultimate defense against ransomware. If all else fails and I can't recover the data, I recover the data from the StorageCraft cloud so that the client doesn't have to pay the ransom. This is great because increasingly, there's no guarantee you'll ever recover your data even if you do pay the ransom.

Q What have you been able to achieve working in partnership with StorageCraft?

A We've created our own virtual appliance that will virtualize a customer's environment. Every one of our clients is being virtualized in the StorageCraft cloud. StorageCraft provides the systems management disciplines and the pricing that makes it more attractive than maintaining and managing our own backup cloud. They are building exactly what we need to create an environment that's most cost effective for us. I don't have to make the capital investment because I can simply take advantage of a solid platform and the capital investment that StorageCraft is already making.