

## Air IT protects its customers' Office 365 data with StorageCraft



### Client Profile



#### Company

Air IT

#### Country

UK

#### Industry

Managed Service Provider

#### Number of employees

65

#### Solutions

Cloud Backup for  
Office 365

### About Air IT

Air IT is an award-winning Managed Service Provider (MSP) with a mission to help its clients achieve success and transformation through technology. Based in the East Midlands, it has been independently ranked as one of the world's most progressive MSPs; is one of the top five MSPs in the UK and top 200 worldwide.

Founded in 2005, Air IT is a trusted strategic technology partner to over 400 clients ranging in size from local SMEs to global enterprises, predominantly in the B2B, education and 3rd sector.

With comprehensive expertise across IT, communications and security, Air IT covers all technology needs under one roof. Whether a company wishes to fully outsource or complement internal resources, Air IT help businesses and internal IT teams add value and stability to their operations.

Air IT has been working with StorageCraft for around five years, previously only licensing the vendor's disaster recovery solutions. Eighteen months ago, Air IT swapped its internal data centre for StorageCraft's cloud storage facility in Cork, which has since become home to over 200 Terabytes of Air IT's client data with over 400 seats, and these numbers are growing by 10-15% each month.

### The challenge

Businesses are often surprised to learn that Microsoft does not offer backup services. With Office 365 considered the industry standard business software package, there is a clear need to provide customers with a robust backup and recovery solution. As stated in Microsoft's Office 365 Trust Center, "With Office 365, it's your data. You own it and control it."



As a result, users are responsible for backing up their Office 365 data. The previous vendor that Air IT used for Office 365 backup lacked the level of responsiveness required for a successful partnership, and it rarely offered onsite support, so Air IT decided to explore alternatives in the market.

In tandem, around six months ago, Air IT took steps to consolidate its vendor portfolio. Managing multiple relationships across a range of vendors had become time-consuming and inefficient, and the team felt that cutting them down would be the most effective way to streamline operations and ensure the highest quality service.

## The solution

Backing up three times per day with unlimited storage capacity and retention made StorageCraft's Office 365 Backup particularly attractive, compared to other similar solutions.

"All of our clients need the confidence to be able to go back in time and recover data indefinitely. Having unlimited storage capabilities and retention in this day and age are invaluable," explained Jamie Hissitt, Technology Consultant, Air IT.

“Once the solution is set up, it just ticks over, backing up every eight hours. Every other solution we looked at only backed up every 24 hours – that’s an incredible difference. And the unlimited storage capacity speaks for itself.”

**Jamie Hissitt**  
*Technology Consultant, Air IT.*

Also, the portal's ease of use, requiring minimal manual intervention, was paramount.

"There's never any need to intervene - this is critical for a backup solution. If a system is constantly falling over, you've got a problem."

At the point Air IT embarked on its consolidation project, it had been working with StorageCraft for around four years, using StorageCraft ShadowProtect and Cloud Services for DRaaS. The vendor's vision and ongoing product investment was a major selling point for Air IT, tallying with the MSP's ambitious growth plans.

"StorageCraft is always moving with the market and releasing product updates, so we know our clients have that security. It's important to us that the vendors we work with are progressing, because ultimately if they win, we win!"

However by far, the most critical factor in Air IT's decision was the strength of its existing relationship with StorageCraft. To ensure the team is always in the best possible position to deliver the high-quality service its customers deserve, Air IT has to feel confident in a vendors' ability to respond to requests as needed. StorageCraft had always delivered in this area.



“From account management to technical pre-sales, to sales and even the back-office staff, everyone in the StorageCraft team is always prepared to go above and beyond to address and resolve any issues that may arise. The partnership is open and collaborative - it’s great to work with a company that listens to what we have to say.”

“ Since moving to StorageCraft Cloud Backup, we have tripled the amount of clients we have using it without having to increase the time we are spending on managing the solution. ”

**Jamie Hissitt**  
*Technology Consultant, Air IT.*

## Results

StorageCraft’s Office 365 Cloud Backup has increased efficiencies and reduced the amount of time Air IT needs to spend managing the solution day to day; this has proved to be the greatest marker of its success to date.

“Once the solution is set up, it just ticks over, backing up every eight hours. Every other solution we looked at only backed up every 24 hours – that’s an incredible difference. And the unlimited storage capacity speaks for itself,” explained Hissitt. “Since moving to StorageCraft Cloud Backup, we have tripled the amount of client’s we have using it without having to increase the time we are spending on managing the solution.”



**Learn More**

[www.StorageCraft.com/uk](http://www.StorageCraft.com/uk)



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