

**MSP Profile:**

ViaTek is a technology consultancy that works as an outsourced information technology department, delivering everything you'd expect from an in-house IT group.

**Company Profile:**

Access Marketing is a full service point of purchase marketing company, specializing in the design, printing and manufacturing of temporary and permanent displays that attract customers and set its clients apart from their competitors.

Access Marketing & Events provides outsourced marketing, sales, publishing, customer care and event management services to the association market.

**Website:** [www.accessmarketing.com](http://www.accessmarketing.com)

**Business Challenge:** In an effort to maximize the marketing support it can provide its clients, Access Marketing employs professionals who are spread out across the U.S. The business model is good for business but tough on the company's outsourced IT department that has to back up mobile laptops and ensure availability of the company's business applications. Unfortunately, Access Marketing's backup solution wasn't reliable enough to provide the level of protection the company needed to ensure business continuity for its remote employees.

**Solution:** Access Marketing worked with its managed service provider, ViaTek, to deploy a remote and automatic systems management solution from Kaseya that included a robust backup and disaster recovery feature. Now, ViaTek network administrators are able to seamlessly backup all systems on Access Marketing's distributed network from a central Web-based management console.



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## MSP Adds Backup and Disaster Recovery Service; Kaseya Ensures Business Continuity for Marketing Consultancy Company

Keeping the mantra "think globally, act locally" in mind, Access Marketing employs a virtual workforce to support its client base, employing 11 marketing executives in six cities around the country. The distributed staff collaborates closely with headquarters in Boulder, Colo., and with each other while maintaining close relationships with clients and customers

While innovative and ideally suited for the marketing consultancy business model, supporting a distributed workforce is a major pain for the IT department. Not only do remote laptops have to be monitored and proactively updated with the latest security patches and software updates, the company's mission-critical customer database needs to be protected in case of a drive failure, natural disaster or other cause of data loss. In addition, remote employees need to have reliable access to the database and other business applications via their laptop in order to service clients. If availability suffers, the company's ability to plan and manage marketing and sales activities would greatly suffer.

"Our client database is really our bread and butter," said Fred Hernandez, president of Access Marketing. "If we lost that or even if we just lost access to it, we'd be in a lot of trouble. My marketing executives wouldn't be able to do their job."

Access Marketing's old backup system simply wasn't reliable enough to provide the level of protection to ensure business continuity for the company's remote workforce. Access Marketing tried to manage the disaster recovery process themselves with the help of EMC's Retrospect backup solution. While it was easy to use, Hernandez was never sure – and still isn't – if all the backup cycles were completed successfully. He could never figure out the reporting features – or even if they existed – and merely had to trust that the solution was doing what it was supposed to and the client database, the lifeblood of the company, was being backed up each night.

"I never really felt secure," Hernandez said. "We got lucky that we never had wide-scale data loss and had to recover any data, but I'm not sure we could have if we had."

### Consistent and Reliable Backups

At the same time, Access Marketing's managed service provider (MSP), Lafayette-based ViaTek, was going through some growing pains of its own. As an MSP, it had been successfully serving as its clients' de facto IT department for years, proactively monitoring systems, deploying and managing the network and working with end users to resolve help desk issues. However, ViaTek did not have a consistent backup and recovery strategy it offered customers.

"We certainly set up and managed the backup cycle for our customers but we really didn't have a consistent strategy or best practice that we could implement across our client base," said Sid Payne, President, ViaTek. "We simply used whatever backup system our customers had in place."

Suddenly, a solution presented itself for both ViaTek and their customer Access Marketing. ViaTek's MSP solution from Kaseya – an automatic and remote systems management tool that gives ViaTek network administrators complete access into their customers' IT environments – came out with a new backup and disaster recovery module. With the small-footprint software already deployed on Access Marketing's systems, ViaTek was able to simply push out the software upgrade, giving it a complete and reliable solution to its backup problem.

Now, ViaTek's network administrators are able to set up and manage the backups for all Access Marketing servers, PCs and laptops from a central Web-based management console – regardless of the physical location of the systems. The systems are backed up each night to disk. The backups of the remote systems are then replicated to a disk at the Boulder office. The server backups are also replicated offsite after hours.

Reporting is done automatically by Kaseya. Every morning network administrators receive an email certifying the previous night's backup cycle. If anything went wrong, it is highlighted in the report, allowing them to run backups of just the corrupted data instead of having to redo the entire cycle. This not only ensures that all data is backed up properly but limits the performance impact on end users during the business day.

In addition to solving Access Marketing's disaster recovery needs, ViaTek now has a backup best practice that it can apply to its other managed services clients. Since the first deployment, 40 customers have signed up for the service, requiring network administrators to manage the backup of 227 workstations and 55 servers totaling 5TB of data. All backups are done remotely from ViaTek's headquarters and are engineered similarly, instilling consistency to the service and streamlining the process for administrators. Kaseya also automatically maintains the backup infrastructure, allowing administrators to remotely monitor performance, install software upgrades and security patches and assign new IP addresses. The process is so simple that each network administrator can manage the cycle and corresponding infrastructure for their clients, eliminating the need for Payne to hire a dedicated backup administrator.

"Being able to do backups remotely completely changes my feelings about the backup process," Payne said. "We don't have to worry about corrupted data or whether tapes have been swapped out at customer locations. We can do it all ourselves and not have to worry."

## Reliable Backups Vital to Business Continuity of Distributed Staff

The more reliable backup solution makes Access Marketing better prepared to recover lost data and restore remote systems quickly in case of drive failures or a natural disaster, ensuring the business continuity of all employees – whether they are based in the company's Boulder headquarters or work remotely around the country. In addition, Access Marketing's customer database is thoroughly protected, ensuring that this key business data can never be lost or compromised and remote employees have seamless access to it at all times.

### Key Benefits

- All workstations and servers are backed up reliably – regardless of the physical location of the systems
- Access Marketing's client database – the bread of butter of the business – is vigorously protected
- Systems can be restored in less than two hours to a set point in time no later than 48 hours in the past
- ViaTek is able to provide a new disaster recovery managed service for its customers in a consistent, reliable and cost-effective process
- The process is so simple and streamlined that ViaTek does not have to hire a dedicated backup administrator, further enhancing the profitability of its staff

*"The [Kaseya] backups absolutely saved the day. It doesn't matter if we lose a server to a flood or if someone spills a cup of coffee on their laptop. We are protected."*

-- Fred Hernandez, president, Access Marketing

Recently, Hernandez was cleaning up his hard drive when he inadvertently deleted his settings folder for Outlook. Without the folder, Outlook couldn't serve up new emails nor could it access archived emails. Hernandez was getting on a plane the next day and didn't have the luxury of waiting for a ViaTek administrator to drive over to restore his settings. To make matters worse, Hernandez was involved in a legal dispute and needed immediate access to some emails required for his case.

Working on a tight timeline, a ViaTek administrator logged onto the Kaseya solution and remotely recovered the deleted folder as well as some other files that had been lost. He then reloaded the settings, effectively restoring Hernandez's laptop to a point in time only several hours in the past. The whole process took less than two hours.

"I would have been up a creek without a paddle," Hernandez said. "The [Kaseya] backups absolutely covered my butt. It doesn't matter if we lose a server to a flood or if someone spills a cup of coffee on their laptop. We are protected."

The consistent, reliable and easy-to-manage Kaseya backup and disaster recovery module gives ViaTek an additional value-add service it can provide its customers, increasing revenue and positioning the MSP as a trusted IT provider. The solution's remote access and systems visibility features allow ViaTek administrators to act as a member of an in-house IT team without constantly being on-site and in the way of the business staff. Everything is done behind the scenes with little impact on performance and business continuity.

"There is no doubt that Sid [Payne] is our CTO," Hernandez said. "Our distributed workforce wouldn't be able to function without him and his staff."