



SkyKick Cloud Backup Is Perfect Fit for Cohn Consulting's Platinum Cloud Offering

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Daniel S. Cohn, President, Cohn Consulting



The Challenge:

Cohn Consulting needed a comprehensive Office 365 data protection and recovery solution for their Cohn Care™ premium cloud offering.

The Choice for SkyKick:

Cohn Consulting chose SkyKick Cloud Backup to protect their customers' Office 365 data based on the following:

- Power of Automation
- Strategic Product Development
- Unlimited Backup for fixed cost
- Flexible Retention
- Up to 6 snapshots daily
- Easy to set up, use, and manage

Summary

Cohn Consulting understands how critical a backup solution is for Office 365 and chose SkyKick Cloud Backup due to both its effectiveness as a solution and the support efficiencies it provides. This value, combined with its low, predictable cost makes it an easy element for Cohn Consulting to include for every Office 365 customer. This ensures that from the moment their customers' data is in Office 365, it is protected.

In addition to effective data protection, Cohn Consulting needed a solution that could find and recover lost data quickly and easily. Therefore, the speed and simplicity of Cloud Backup search and restore was vital. Daniel S. Cohn, President, states, "We tested several scenarios, and were impressed with the Cloud Backup search and restore options as well as how fast and simple it was to rest lost data."

Cohn Consulting also needed a solution that would fit their business model. They charge customers a fixed price for their IT services, including unlimited support. Therefore, it is vital that elements of their offering are cost-effective and predictable to support. Thus, an equal consideration in their decision for Cloud Backup was how easy it is to set up, use, and manage.

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*Daniel S. Cohn,
President*

The Challenge

Premium Offering Requires Effective and Efficient Technology

Founded in 1993, Cohn Consulting Corporation provides comprehensive, high-performance, secure, and reliable IT solutions tailored for each customer’s specific requirements. Their Cohn Care™ Platinum offering provides all of this with unlimited support for a flat monthly fee, delivering predictable IT budgeting for their customers. This approach requires Cohn Consulting to identify technology that is both effective for their customers and efficient for them to deliver and support.

Office 365 Backup Solution Required

Cohn Consulting started offering cloud solutions for their customers in 2010. Once they determined that Office 365 had matured to a point at which they could confidently recommend it to their customers, they began to offer migrations to Office 365. Since then, and as of May 2016, they have migrated 13 customers, and now manage 238 users in Office 365.

Once they started migrating customers to Office 365, they reviewed various cloud backup solutions. While Office 365 offers some level of data protection, even the most powerful features included in E3 licenses and above, such as In-Place Archiving and Litigation Hold, do not offer the ability to simply and quickly restore lost data right back where it was so people can get back on track quickly.

Daniel S. Cohn, President of Cohn Consulting, states, “We have clients who transact multi-million dollar deals primarily through emailing proposals and documents, so even a single email could be worth millions. For them, paying a small per-user, per month cost to protect that data in a way that they can also restore that data quickly is a no-brainer.”

Beyond protecting their customers’ data, Cohn Consulting needed a solution that would fit their business model. Because Cohn Consulting charges their customers a fixed price for their IT services, it is critical that the elements of their offering are cost-effective and predictable to support. They therefore wanted a backup solution with a fixed cost that was as easy as possible to set up, use, and manage.

The Choice for SkyKick

The Power of Automation

After reviewing their customers’ Office 365 backup needs and their own business requirements, Cohn Consulting selected SkyKick Cloud Backup. Cohn states, “We look for IT solutions that effectively leverage automation as fully as possible. This reduces our manual effort and makes it much easier to be profitable.”

Cohn Consulting was already realizing the value of the extensive automation provided by SkyKick for migrating customers to Office 365, so they inherently trusted SkyKick’s ability to deliver automation and support efficiencies with Cloud Backup. According to Cohn, “Our previous partnership with SkyKick

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President*

and the fact that SkyKick builds its solutions exclusively for partners was a major factor in our decision.”

Strategic Product Development

Cohn continues, “With any emerging technology, it’s important to analyze how the product is being built from the ground up to determine its potential to grow and mature. This was also a significant factor in our choice of SkyKick.”

Effective Data Protection and Recovery

Because Cohn Consulting provides comprehensive solutions, everything must work effectively together for their customers. Cohn states, “The individual elements of our Cohn Care Platinum offering are invisible to our customers. Therefore, it’s our reputation alone that’s on the line if there are any issues. We therefore make sure that every element of our Cohn Care Platinum offering is both effective for our customers’ needs and complements the entire offering.”

Fixed Cost for Unlimited Backup

One feature of Cloud Backup that especially fit the needs of both Cohn Consulting and their customers is its unlimited backup at a fixed cost. Cohn concludes, “We charge our customers a fixed price. The fact that Cloud Backup offers the same benefit of price predictability makes it a perfect fit for our offering.”

Flexible Data Retention

Cohn Consulting tailors its services to the needs of their customers. Therefore, another important feature was flexible retention.

The default retention period is unlimited. However, some customers (i.e. financial institutions) require specific retention periods. Therefore, having both unlimited retention at no cost and the ability to set retention periods to fit specific customer requirements was critical.

Backups Keep Up with Customer Growth and Productivity

Cloud Backup keeps pace with customer growth as well as daily productivity. As a customer’s personnel changes, new mailboxes and users are automatically discovered. Cloud Backup then offers the option to either add them automatically or send an alert to a point of contact who can determine whether or not to add them. This ensures that no one whose data needs to be backed up is left behind.

Cloud Backup also keeps up with the daily productivity of customers with up to six snapshots daily. This ensures that the most recent backup is never more than a few hours old. Cohn concludes, “Six snapshots a day and the automatic addition of users means we don’t have to worry that any person or data is left unprotected.”

Data Recovery

In addition to effective data protection, Cohn Consulting needed a solution that could find and recover lost data quickly and easily. Therefore, the speed and simplicity of Cloud Backup search and restore was vital. Cohn states, “If a customer realizes that an email detailing a multi-million dollar deal is lost, the faster we can find and restore that email the better for their business and our

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reputation.” He adds, “We tested several scenarios, and were impressed with the Cloud Backup search and restore options as well as how fast and simple it was to restore lost data.”

The Priority of Risk Management

Cohn states, “Our clients trust us to manage their IT infrastructure and, since we manage the risk, we need to ensure we can recover from any situation.” This protection is such a high priority to Cohn Consulting that as soon as they chose SkyKick Cloud Backup as their Office 365 backup solution, they added it at no cost to all of their customers currently under contract.

Efficient Manageability and Support

Because Cohn Consulting provides its services for a fixed price, the support costs for each element of their offering is critical to their success. Therefore, an equal consideration in their Office 365 backup decision was the expected support costs to set up, use, and manage the solution.

Easy to Set Up

Cohn emphasizes, “We like simple, straightforward technology that automates what can be automated. With Cloud Backup adding a subscription is easy. There’s nothing to install, and after entering a few pieces of information, every mailbox and user is discovered and the backup begins.”

Easy to use

The cost to support their customers’ data recovery requests was also a factor in the choice for Cloud Backup. In addition to the

search and restore speed and effectiveness, Cohn Consulting also considered the costs of training those who would be fulfilling the requests. According to Cohn, “The interface is so intuitive that I don’t have to spend time training techs to use it.”

Easy to manage

As Cohn Consulting grows its cloud business, the ease by which they can manage multiple subscriptions becomes more and more important. Cohn states, “I like that with Cloud Backup I can see all our clients in one view, and that I can easily drill in to see each customer individually to monitor and address alerts.”

Conclusion

Cohn Consulting understands how critical a backup solution is for Office 365 and chose SkyKick Cloud Backup due to both its effectiveness as a solution and the support efficiencies it provides. This value, combined with its low, predictable cost, makes it an easy element for Cohn Consulting to include for every Office 365 customer. This ensures that from the moment their customers’ data is in Office 365, it is protected and can be recovered quickly.

Cohn concludes, “Anyone who is offering Office 365 without including a backup solution is doing a disservice to their customer, and in the long run to their own business. It’s so important that we refuse to offer it as optional. It’s automatically included for every Office 365 customer because it makes no sense to not address the risks of data loss for such a low cost.”