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Epoch Chooses SkyKick Cloud Backup to Protect Customers' Office 365 Data

"With SkyKick's Cloud Backup, we provide a reliable, consistent solution that benefits both our customers and our business. Because the price is fixed, with no data caps, and the solution is simple to use and manage at scale, it is easy for us to price and ensure our profitability." *Chris Riismandel, Owner*

The Challenge:

Epoch needed a reliable, consistent, and profitable solution to protect their Office 365 customers from the risk and impact of data loss.

The Choice:

Epoch chose SkyKick Cloud Backup due to:

- Strong partnership
- Search and restore performance
- Easy to set up, use, and Manage
- Superior product foundation

The Value:

- Low cost to address high risk
- Customer satisfaction and peace of mind
- Profitability

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> "We chose a solution that not only protects our customers' data, but also enables us to quickly and easily restore any lost data, and thus keep our customers happy and productive. And because Cloud Backup is easy to set up, use, and manage through a single interface makes it a solution that can scale with our business."
>
> *Chris Riismandel, Owner*

The Challenge

Epoch, Inc. uses a proactive, creative approach to deliver successful technology solutions to address industry-specific challenges in a fast and reliable manner. Their partnership with various technology vendors enables them to find the most efficient and effective technologies and products to help customers grow their business.

This led Epoch to start selling and migrating customers to Office 365 in 2015. Since then, they have migrated 14 customers to Office 365. While Office 365 applications offer strong value and benefits to customers, Epoch determined early on that it requires a backup solution to fully protect their customers' data and productivity.

Epoch was well aware of the risk and potential costs of lost data, as they had previous experience restoring lost email data for customers with on-premises solutions. These restores saved customers thousands of dollars, and Epoch knew the potential for similar data loss would occur in the cloud.

The Choice

Epoch explored several Office 365 backup solutions before standardizing on SkyKick Cloud Backup. Chris Riismandel, Owner, describes the search process, "As we researched various solutions, we didn't feel there was a good enough solution or partner out there until we looked at SkyKick's Cloud Backup."

Strong Partnership

Part of their confidence in a Cloud Backup solution was based on the priority they place on partnership. Because SkyKick applications are developed for partners only, Epoch knew that the product roadmap would be based on what would be most beneficial to partners, and SkyKick would be responsive to their input. This highly engaged partnership also fits with Epoch's desire to be at the forefront of technology development.

The partnership between Microsoft and SkyKick also influenced Epoch's decision. The fact that Microsoft has endorsed SkyKick's Cloud Backup, and even offered Internal User Rights (IUR) benefits for partners to deploy Cloud Backup, gave an additional level of confidence.

Search and Restore Performance

In comparing solutions, Epoch also extensively reviewed the features, functionality, and user experience of each. Riismandel reports, "We ran a variety of search and restore scenarios and found that Cloud Backup offered the reliability and consistency we needed for us to confidently offer it to our customers."

Since choosing and deploying Cloud Backup, Epoch continues to test the application monthly to ensure it continues to deliver as expected.

Easy to set up, use, and manage

While features and functionality were critical components in the selection process, another thing that set Cloud Backup apart for Epoch was the interface. Riismandel states,

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"The GUI is modern, clean, and simple which makes it easy for anyone to use."

Because Epoch uses SkyKick technology to migrate customers to Office 365, they can also take advantage of the opportunity to quickly and easily add Cloud Backup as part of the migration. In addition to being an easy way to start a subscription, it also ensures that customer data is protected the moment it gets to Office 365.

Riismandel states, "Because Cloud Backup is easy to set up, use, and manage through a single interface makes it a solution that can scale with our business."

Foundation
Another key factor in the decision was the way Cloud Backup is being built. Riismandel states, "We are also developers, so our decision was made not only based on the current functionality, but on how the product was being built for future functionality. We determined that the foundation was superior to other solutions in the ability to build on additional functionality more rapidly and reliably."

The Value
Low cost to address high risk
Riismandel explains, "When we talk to customers about Cloud Backup we ask a simple question: 'What's your email worth?' Most customers immediately understand the value, and the potential impact if their email data were lost." He continues, "Usually those who don't initially recognize it,

quickly do so after considering a few common scenarios."

Once customers realize the risk and impact of data loss, and the low, fixed price of Cloud Backup, they are convinced of the value of the solution.

Customer satisfaction and peace of mind
Customer satisfaction is crucial to any long-term services contract. Riismandel states, "We chose a solution that not only protects our customers' data, but also enables us to quickly and easily restore any lost data, and thus keep our customers happy and productive."

In addition to its data protection features, the fact that Cloud Backup can automatically add new users, take up to six snapshots daily, and it provides actionable alerts if anything needs to be addressed with the subscription. Epoch and their customers can rest assured that no data or user is left unprotected

Profitability
Riismandel concludes, "With SkyKick's Cloud Backup we provide a reliable, consistent solution that benefits both our customers and our business. Because the price is fixed, with no data caps, and the solution is simple to use and manage at scale, it is easy for us to price and ensure our profitability."