

## Overview

### The Problem

The Phone Experts offered business telecom, security systems and other wireless products to regional Canadian customers. One such service was disk or tape backup for customer systems. They wanted to expand the current data service offerings to include cloud backup. Automated backup schedules and a local data center were among the primary search factors.

### The Solution

Online research brought Phone Experts' David Hetherington to the Infrascale SOS Online Backup website. As many of their customers are small businesses, its "Ultrasafe Cloud" service fit their needs: Encryption, ease of use, automated backup routines, strong value for their dollar, and a Canadian data center.

### The Result

Infrascale now powers The Phone Experts' "Secure Online Backup" cloud offering. Adding cloud backup made for a cost-effective new service, and those customers who wanted Canadian data to stay in Canada got their wish. Plus, the partnership gives The Phone Experts access to all other Infrascale cloud services as they & their customers grow.

# Adapting to the Cloud:

## Phone Experts Locate Cloud Backup Partner, Gain a Full Data Protection Platform Too

### *Disk, tape, remote...what's the most adaptable backup solution out there?*

In 2013, Phone Experts wondered if it might be cloud-based backup. A telecom MSP for the Alberta, Canada area, they've supplied customers with disk & tape backup systems for years. As well as business telephone systems, wireless products, network infrastructure and security systems.

Curiosity, time/cost savings and a desire to better serve their customers compelled them to investigate. With the cloud industry expanding and in-house storage costs rising, they decided to look into what the cloud could offer customers that disk & tape couldn't.

### Required Features for Online Backup

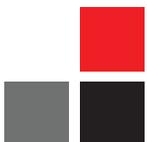
If they were to add cloud backup to their service offerings, Phone Experts needed a backup solution which could provide:

- End-user ease of use. If a user wants to initiate a backup, they can do so easily, any time of day.
- Full integration with Phone Experts' existing offerings.
- Backups are automatic, complete, and do not require user input to work. If there are "no fingers in the pot", there's no human error. No way to disrupt backups before starting, or otherwise compromise backup integrity.
- Additional product offerings they could potentially tap in the future, depending on customers' cloud needs.
- A data center located in Canada (Not required, but it would be a nice bonus!).

In their search, they came across the Infrascale website. The company, known for its software-defined turnkey cloud solutions, worked with Managed Service Providers like The Phone Experts. Their service offerings included a cloud backup solution targeted for the small business market. But that wasn't all Infrascale offered.

Infrascale provides a full suite of data protection systems. From EndGuard [endpoint data protection & management] to FileLocker [secure file sharing & collaboration]. All of which use double-layer encryption (sometimes referred to as "military grade encryption") to shield customer data.

All of which are available to MSP partners. White labeled and hosted in any of Infrascale's 12 worldwide data centers.



## Phone Experts Becomes a Partner, Gains Cloud Backup and Much More

Phone Experts signed an agreement to resell SOS Online Backup, Infrascale's small-business cloud backup solution. Unlimited cloud storage, versioning and encryption built in.

The SOS Online Backup product became Phone Experts' integrated "Secure Online Backup" service. See their page here: [PhoneExperts.com/Business/Secure-Online-Backup.aspx](http://PhoneExperts.com/Business/Secure-Online-Backup.aspx)

Plus, as an Infrascale Partner, Phone Experts could now offer any Infrascale data protection product to their customers.

*"The cost to get a branded solution was very attractive," said David Hetherington, Technical Team Lead for Phone Experts. "In the SMB market it is important to have a wide assortment of products to offer our customers. Our diverse pool of clients requires different solutions depending on the nature of their business. Knowing Canadian customer data is kept in Canada is important for some customers. An enterprise storage solution available to even the smallest of customers is important to others."*

### Result: Adaptable Backup, More Data Protection Available

The Phone Experts have signed up customers in the Oil & Gas sector, healthcare and engineering fields. Customers report high satisfaction with cost, and few issues running the new Secure Online Backup in their offices. Automation keeps user involvement- and user notifications- to a minimum.

Backups are stored on each customer's choice of cloud – either their own private cloud, Infrascale's Toronto data center (for those who prefer keeping Canadian data in Canada), or a hybrid of the two.

The cloud backup service is faster & easier to implement than disk or tape backup. Plus with its built-in versioning, Phone Experts doesn't have to maintain physical backup inventories, like they did with disk and tape in the past. Which brings down storage and operating costs.

*"To date things with Infrascale have been very positive. The support staff is pleasant to deal with and is able to address any issues we encounter. The product appears to be solid, and the customers like it. Our potential for growth with these offerings is huge!"*

**Phone Experts:** [www.phoneexperts.com](http://www.phoneexperts.com)



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