

**Company Profile:**

Twisted Technologies is an Atlanta-based managed service provider that specializes in small networks from five computers to multi-office locations of up to 200 computers in more than a dozen states. Twisted Technologies is a Gold Partner of SBS Specialists and won the SQL2005 Frontrunner award in 2006.

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

**Business Challenge:** As a trusted technology advisor and managed service provider, Twisted Technologies positions itself as a complete outsourced IT department, offering a consistent approach to IT support. Building on successful best practices, the MSP deploys, maintains and monitors infrastructure the same way across the board, ensuring that field technicians provide complete, powerful, cost-efficient and seamless services. Disaster recovery, however, is a whole other animal. Twisted Technologies struggled with finding a backup solution that could provide reliable and consistent data protection services to its clients' IT environments.

**Solution:** Leveraging new functionality in its MSP solution from Kaseya, Twisted Technologies now relies on the solution's disaster recovery module to perform remote backups of its clients' systems. Each night, Kaseya automatically backs up 60 servers and 450 workstations – regardless of hardware brand, operating system version or physical location. Even though the more than 500 systems are spread out across a dozen states in 50 separate client environments, the backups are done consistently and all at once, streamlining the process and making it time- and cost- efficient.

**Kaseya BUDR Enables Reliable, Consistent Business Continuity Managed Service**

In an effort to streamline the managed services it provides customers and improve the efficiency of its field technicians, Twisted Technologies, a leading MSP in the Atlanta area, has embraced consistency. By creating best practices – a set of processes and policies that can be applied to its entire customer base – the MSP can provide reliable, tested services that are cost-efficient for both Twisted Technologies and the customer.

Field technicians use a remote and automatic systems management solution from Kaseya to proactively manage and monitor their customers' IT environments from the MSP's central headquarters. When Microsoft issues a patch, they simply use Kaseya to roll out the software updates to all their customers at the same time. Monitoring, software deployments, reporting and help desk are all done similarly. Managing all its customers' systems as one giant IT environment is a much more efficient way to provide IT services, a practice that allows Twisted Technologies to pass the savings to the customer.

"Trust is big issue," said Mark Mancini, CIO, Twisted Technologies. "Customers need to trust that we have the experience to know what works and what doesn't. This allows us to be consistent which leads to better and more reliable services."

According to Mancini, the one hole in Twisted Technologies' portfolio was disaster recovery. While the MSP's current tape solution provided local protection, it wasn't reliable or efficient enough to do off-site backups nor did it offer workstation support, a must for most small businesses that typically don't rely on a shared, centralized infrastructure. Tape was extremely inefficient to manage remotely, and successful cycles can't always be verified. In addition, Twisted Technologies felt it needed to deploy redundancy in its backup system, further enhancing disaster recovery capabilities. Driving around metro Atlanta to manage the process was out of question. There were too many customers and too few technicians, and adding staff would cut into margins. However, something had to be done.

"We felt that if we didn't offer workstation support, off-site backup and a consistent disaster recovery service we weren't truly a managed service provider," Mancini said. "Our mission is to be a complete outsourced IT department and protecting the business and ensuring continuity is part of that."

**It's a Customer Issue**

Twisted Technologies focuses on several professional services verticals including CPAs, doctor offices and home builders – all industries that rely on large, data intensive business applications. One customer, a mid-sized accountant firm called Holland, Shipes, Vann, relies on Twisted Technologies to proactively manage and monitor the agency's servers, PCs and remote laptops. Disaster recovery and ensuring business continuity is a large part of its responsibility. If the firm's CPAs do not have access to financial applications nor could they access their customers' financial information they wouldn't be able to complete their customers' books on time, harming the firm's reputation as well as the bottom line. With billable rates approaching \$250 for the more experienced CPAs, each hour of downtime is a serious issue.

Unfortunately, Mancini wasn't comfortable with Twisted Technologies' backup solution or its ability to quickly restore data in the event of a natural disaster or server failure. In addition, the MSP couldn't offer workstation recoveries which are the most common causes of data loss—a damaged computer, a hard drive failure or a pot of coffee spilled on a laptop.

## Integrated Disaster Recovery Solution

Mancini looked to Kaseya, Twisted Technologies' MSP solution provider, to solve its disaster recovery problem. Kaseya's Managed Solution Provider Edition was recently upgraded with a backup and recovery module, extending the software's remote and automatic systems management capability to include data and systems protection. Now, Twisted Technologies' field technicians are able to seamlessly back up client systems from a central management console – regardless of the physical location of the systems. The consistent approach to disaster recovery helps streamline IT support and adds a powerful new service to Twisted Technologies' services portfolio with a cost-efficient process.

Twisted Technologies now backs up 60 servers and 450 workstations (a mix of PCs and laptops) in 50 separate client environments, protecting its customers' data and business systems. The remote systems are backed up each night to a NAS drive, staggered by 40 minutes throughout the night. Servers are backed up to tape and then disk for redundancy and quicker recoveries. Workstations are backed up directly to disk. The next morning, a detailed report is provided by the Kaseya solution showing the status of each backup and identifying errors or failed cycles. While the NAS drive sits in the customer site, management is done from a Web-based console accessed securely over the Internet by field technicians.

## Consistent Service Provides Robust, Efficient Protection

As a result of the Kaseya backup and disaster recovery module, Twisted Technologies is able to provide a new, complete managed service for its customers, ensuring their data and the IT systems that run the business are protected and able to be recovered in case of a drive failure or natural disaster.

"Kaseya Backup and Disaster Recovery is like wearing your seatbelt. You take it for granted until it saves your life. But in this case, it's your business," Mancini said.

The consistent and reliable disaster recovery solution enables Twisted Technologies to honor a strict service level agreement (SLA) with its customers, holding the MSP accountable for ensuring all systems are protected. Customers are assured that systems can be fully recovered – including the operating system, user profiles, network and printer settings and business applications—within a reasonable amount of time so the business can get back up and running quickly. In addition, Twisted Technologies is able to provide this level of protection efficiently, saving the MSP and its customers a lot of time and money.

### Key Benefits

- Client systems are backed up nightly with built-in redundancy, ensuring reliable business continuity for customers
- Systems can be completely restored in minutes, including the operating system, user profiles, network and printer settings and business applications
- The reliable backups allow Twisted Technologies to set strict disaster recovery SLAs with its customers as part of its managed services offerings
- Backups and system restores are done through the existing remote and automatic systems management solution, requiring no additional software or configuration
- The consistent approach streamlines the backup process, allowing administrators to focus on more proactive and preventative projects

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-- Mark Mancini, CIO, Twisted Technologies

Holland, Shipes, Vann is especially happy with the business continuity service they have received from Twisted Technologies. Soon after signing up for the service, the firm's senior CPA, Carl Vann, had the hard drive in his assistant's desktop fail. The system was loaded with 20 business applications that help Vann provide accounting services to his customers, some of which are DOS-based and require a long and complex installation process. Typically, it would have taken more than five hours to restore the PC, including the applications, user preferences and printer settings, at a cost of \$500. Also, Vann wouldn't be able to bill those five hours, ultimately costing the firm an additional \$1,000 in lost productivity, not to mention the indirect revenue loss associated with the effect on other employees and a loss of reputation if projects fell behind schedule.

"It was crunch time and I needed immediate access to our financial planning and accounting applications. I was losing \$200 per hour by being idle and needed to get back up as soon as possible," Vann said.

Knowing that getting Vann up and running as fast as possible was a priority, a field technician was able to completely restore the computer in under 30 minutes.

"I couldn't believe how fast Twisted Technologies completely recovered my PC. One minute it was completely frizzled, the next it was exactly how it was just before it went out. My settings were all there, my email, printers, security policies, everything. I had access to all the accounting applications I needed to continue my work day. It was like the computer never went down," Vann said.