

INTRONIS CHANNEL PARTNER NOW IT WORKS EAST HAMPTON, CT

Background

Now IT Works is a computer networking services company located in East Hampton, CT. The company specializes in offering computer network support to the small business market and prides itself on a track record of fixed service fees and guaranteed response times. The company has been in business for more than 11 years and during that time has experienced solid growth and many new business opportunities.

With Hurricane Katrina and other recent natural disasters in the national spotlight, Now IT Works found that many of its customers wanted to put a new focus on their backup and disaster recovery systems. In order to accommodate this need, Now IT Works began to search for a reliable data backup and recovery solution that would complement its other computer service offerings. As Now IT Works President Chris Meacham explained, "Our customers were telling us that they were increasingly concerned about the potential fallibility of their current backup systems." In addition, many admitted that they were not even taking their data offsite on a regular basis. If a disaster such as a flood, fire, or theft were to occur, they knew they would have a difficult time recovering vital information and rebuilding their business.

Upon their initial search of online backup products, Now IT Works quickly found that there were many players in the market. But as they narrowed their search to some very specific requirements such as automated online backup and secure offsite storage, they soon found the Intronis Online Backup + Recovery solution. After additional research and meetings with Intronis executives, the two companies formed a partnership. Now IT Works was immediately impressed with both the technology and the resources Intronis provided to support them as a partner. As Meacham commented, "Not only is the product second to none, but the customer service team and entire Intronis staff has been outstanding with technical training and sales support. We look forward to a long and successful partnership with Intronis."

New Branding Opportunities

In addition to superior technology and training, one of the primary reasons that Now IT Works selected Intronis as a partner was the opportunity to privately brand the online backup service. As Meacham explained, "We wanted to use the Intronis technology as the foundation for our new online backup solution SaveIT. By allowing us to use our own branding, we are able to offer a total solution that is seamless to our customers." The new SaveIT solution is being well received by Now IT Works customers as many of them are taking a more serious look at their backup strategies and seeking solutions that will better protect their valuable data. Now IT Works has been able to successfully leverage the Intronis technology to deliver a unique solution that provides its clients with an affordable alternative to tape backups and powerful protection against disaster and data loss. "Having the strong backing of Intronis

AT A GLANCE

Organization

Now IT Works, a computer networking services company

Challenge

Find a simple yet secure online backup and recovery solution that will complement other computer service offerings.

Solution

Intronis Online Backup + Recovery

Benefits

- Automatic and continuous backups mean you can "set it and forget it"
- Reliable, secure offsite backup solution provides peace of mind in the event of disaster
- Quick and easy file recovery provides data restore in a fraction of the time it takes with traditional tape



Questions? Call **1-800-569-0155**. Or **Chat Live** with a backup consultant.

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technology along with our own branding and valued-added services has certainly been the right business model for us," added Meacham.

Value-Added Services Bring New Revenue Stream

As the market for online backup has grown dramatically, Now IT Works has seen a huge increase in demand by its customers. Through its partnership with Intronis, Now IT Works has been able to successfully deploy solutions to meet its clients' online backup and recovery needs. As Meacham commented, "Our SaveIT solution has significantly expanded our business while providing unparalleled data protection for our customers. Our customers are extremely pleased with the solution and love the fact that it's extremely affordable and requires virtually no maintenance."

As a result of its relationship with Intronis, Now IT Works has realized a significant increase in sales which has allowed it to expand its business even further. "Our relationship with Intronis and their proven online backup and recovery services has certainly been a major key to our success," added Meacham. "With this solution as part of our service offerings, we have achieved strong margins and recurring revenues while our customers have the benefit of the best online backup solution available."

A Powerful Partnership

Although superior technology was an obvious factor in selecting Intronis as a partner, Now IT Works also points to its valued relationship with Intronis. As Meacham explained, "From our initial meeting with Intronis, we really got a sense that they understood our business and wanted to help us grow it. They are always willing to go the extra mile to make sure we have the resources we need to provide our end users with the best products and services available."

"We're pleased to partner with Now IT Works and to support them with a program that builds their profitability and helps them maintain a competitive edge," added Sam Gutman, CEO of Intronis. "Our go-to-market strategy has always been simple: partner with the highest performing resellers to achieve mutual success. Now IT Works continues to be an important part of this strategy and we look forward to an ongoing mutually beneficial relationship."

About Intronis Technologies

Founded in 2003, Intronis is a SAS 70-certified online data backup and recovery solution for managed service providers. Intronis utilizes 256-bit AES security and multiple data centers located thousands of miles apart to ensure data protection and availability. Intronis offers managed service providers a secure data solution combined with a robust partner program, the convenience of online account management, and unbeatable customer support. www.intronis.com



"Having the strong backing of Intronis technology along with our own branding and valued-added services has certainly been the right business model for us."

Chris Meacham, President

Now IT Works

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