



CASE STUDY



EXCEEDING PARTNER AND CUSTOMER EXPECTATIONS

PROBLEM: OUT-DATED TECHNOLOGY

Traditional Business Continuity and Disaster Recovery (BCDR) solutions are based on storage array replication. These tend to be multi-vendor solutions that are expensive and complex to deploy and operate. As a result, most businesses tend to make do with backup solutions as a means for business continuity and disaster recovery. While backup solutions are effective at protecting data, they do not provide adequate Recovery Time Objective (RTO) and Recovery Point Objective (RPO), or allow for application recovery, and are a poor solution for BCDR.

Historically, Billy and his team inherited or deployed solutions such as Mozy, Carbonite, SonicWall CDP, or Symantec's Backup Exec. Having a multitude of different solutions made managing individual customers complex and timeconsuming. Additionally, none of the aforementioned solutions offer business continuity;; all that they provide is backup.

Billy Buckley's philosophy is, "Make technology the solution - "NOT" the problem. This is done by providing our customers with affordable and effective technology solutions." When backup solutions cannot help meet RPO and RTO, they are part of the problem. Thus, backup is not a sufficient disaster recovery plan. Finding a solution that can provide not only backup, but business continuity became a priority.

MISSION: MEETING RTO AND RPO REQUIREMENTS

While many of ENT's customers have out-of-warranty hardware, Billy and his team are still responsible for keeping them up and running at all times. A customer's RPO and RTO expectations and needs frequently did not fall within the range that their existing hardware would allow.

SOLUTION: BCDR FOR THE CONSUMER-CLASS MARKET

At the time ENT Networks was looking for a reliable and affordable business continuity solution, Sureline Systems contacted ENT. The timing could not have been more ideal.



Sureline's BCDR appliance enables us to provide the type of service and dependability that our customers have come to expect..."

– Billy Buckley
CEO, ENT Networks

ABOUT ENT NETWORKS

Established in 1985, ENT Networks is a Managed Service Provider (MSP) located in Pleasanton - Northern California's East-Bay. Billy Buckley, CEO, and his team of engineers provide services to a multitude of locally-owned business and national corporations throughout the San Francisco Bay Area. Such industries include: school districts, insurance, city government, law enforcement, manufacturing, as well as larger corporations with local branch offices. Billy and his team of certified network engineers provide 24/7 on-site services. They work with their customers on IT infrastructure design, modernization, and custom manufacturing. They specialize in data and network security, telephony, and disaster recovery development, deployment, and maintenance.

Sureline's approach to DR provided the model solution that ENT's engineers and customers were looking for. The all-inclusive, BCDR appliance provided simplicity of management, reliability, security, the ability to host virtual and physical machines, and allowed several Cloud options for remote archiving and disaster recovery.

ADDED BONUS: PRIVATE, REMOTE DR AVAILABILITY

While Sureline Systems offers end-users disaster recovery capabilities in Google Cloud, Microsoft Azure and Amazon AWS, many of ENT Network's customers are not comfortable having their critical data stored in The Cloud. Therefore, Billy was given the ability to host a private Cloud for his customers utilizing the SUREedge solution. ENT's customers' critical data and applications are now available locally and remotely in a private, secure Cloud.

THE END RESULT: A RELIABLE AND COST EFFECTIVE DR SOLUTION

ENT takes pride in their relationships with their customers through the service and products that they provide. "We believe the success of ENT has been from providing our customers with affordable and effective technology solutions - allowing our customers to operate their businesses more efficiently, effectively, and reliably. Sureline's BCDR appliance enables us to provide the type of service and dependability that our customers have come to expect - while being affordable, easy to manage, and requiring limited personnel resources." Now that ENT is leading with Sureline's SUREedge disaster recovery solution, they are able to continue to meet their business-model criteria with assurance and confidence.

THE SUREedge SOLUTION

SUREedge provides a cost-saving solution that allows ENT's customers the ability to have complete security for their critical applications and data. Not only is the SUREedge solution easy to manage, but it offers compression and deduplication technology as well as an option for encryption at no additional charge. Moreover, the hardware is custom fit to meet the customer's capacity and data-retention policies. Most BCDR solutions require customers to purchase their proprietary hardware and Cloud solutions. Furthermore, their pricing is based on the total required disk capacity. This creates limits on the customer's data capacity when stringent policies are required. Sureline's pricing is based on the end-user's data size, not the disk capacity required to meet the data and policy settings. "This businessmodel alone saves my customers tens of thousands of dollars each year," stated Billy Buckley.

ABOUT SURELINE SYSTEMS

Sureline offers a secure, flexible and efficient enterprise-class applications mobility solution for cloud migration and disaster recovery that is hardware, hypervisor and cloud agnostic. SUREedge technology automates transformations and recovery for any virtual, cloud, physical, or containerized application and server, delivering application mobility at the push of a button.

