

Case Study: Dr Logic

CrashPlan PRO™ Simplifies Backup for Managed Services Provider

Dr Logic has become one of London's most respected Mac specialists and is a trusted ally to its busy innovators and creative businesses. Not a faceless IT services company, Dr Logic prides itself on its in-depth understanding of clients' systems and business needs.

Life Before CrashPlan PRO

Before CrashPlan PRO, the company provided backup services using "a variety of software, each with strengths and weaknesses, each offering only partial solutions," recalls founder Roman Marszalek. Different products created management challenges, duplication of effort and administrative inefficiencies, making it difficult to deliver the quality of service that Roman wanted to provide his customers.

According to Roman, "Until CrashPlan PRO came along, we had to work around buggy, unreliable and restrictive programs. Lacking encryption, compression, delta blocking and flexible scheduling, these products were slow, gobbled up disk space and consumed bandwidth."

As a result, Dr Logic's backup offering was not the profitable, efficient and invisible solution Roman's business model demanded.

Dr Logic: CrashPlan PRO Makes Sense

Crashplan PRO is perfect for a service provider like Dr Logic, providing flexible and effective backup in a single, comprehensive solution. The ability to do local file restoration and to allow clients to restore files by themselves adds responsiveness when minutes matter.

Roman considers automatic backup his favorite CrashPlan PRO feature. "Automatic backup makes the story more interesting," says Roman. "It really compels customers to purchase the service."

At a Glance:

Established in 2003, Dr Logic is a London-based team of Mac IT specialists, providing IT support. They believe that IT systems exist to help business innovate, create, and compete

Industry: Technology

Offering Groups: Technology, support, service provider

Solutions Area: Enterprise IT/ Security

Regions: London, England

Number of Locations: 1

"Until CrashPlan PRO came along, we had to work around buggy, unreliable, and restrictive programs. Lacking encryption, compression delta blocking, and flexible scheduling, these products were slow, gobbled up disk space, and consumed bandwidth. Now we have a backup offering that is a profitable, efficient and invisible solution."

Roman Marszalek,
Founder and Director, Dr Logic

CrashPlan PRO to the Rescue

When a client's server crashed, the hard disk was damaged beyond repair. Without their corporate FileMaker Pro databases and mail server, the client's business was at risk. They made a quick call to Dr Logic, who restored the archived files and delivered them to the client a few hours later.

In another case, a laptop was left in a cab. Once again, Dr Logic used CrashPlan PRO to restore the wayward laptop's files and deliver them into the client's hands. Another satisfied customer.

A Great Relationship with a Great Company

In the time that Dr Logic has been a CrashPlan PRO customer, Roman has appreciated the quality of support he has received from the CrashPlan PRO team. He's impressed with their enthusiasm, helpful attitude and their knowledge of the product. He also likes that many of his suggestions and feedback are reflected in new releases.

What's Next?

Roman is excited about the laptop locator feature under development, which will allow him to disable access to a specific lost laptop, adding even more value to his now profitable backup service.

Contact

If you are a service provider, extend your product offering by joining the CrashPlan PRO Partner program. For more information about the CrashPlan PRO Partner program, please contact CrashPlan PRO Sales:

Email sales@crashplanpro.com or call 877-680-PLAN (7526)

Challenges:

Multiple partial solutions meant duplication of effort, inefficiencies supporting different products, steep learning curve

Buggy, unreliable, limited software

Lack of encryption

Unreliable file restoration

Slow, high resource consumption
centralized backup management

Solutions:

Fast, easy, and secure data protection and accessibility, 24/7/365

Ultra-efficient data capture and storage

Convenient access to data via web browser anytime from anywhere

Protection for email, system configuration and asset information

Sophisticated backup engine encrypts and compresses data before sending

Scalable technology plus competitive pricing (CrashPlan PRO Server is FREE)
accommodates future growth