



Tanda Technologies Preserves Client Data (and Security) with StorageCraft

*How one Toronto-area company builds customer
loyalty by focusing on business continuity.*



It sounds like the beginning of an IT horror story.

“We got a phone call at eight in the morning from a corporate client,” Lawrence recounts. “The floor above theirs was hit by a fire, and the water used to put it out flooded everything, including their servers. The computer systems were water damaged and the fire department had closed access to the building, requiring our client to relocate to other premises.”

Lawrence Reiber is the co-founder and president of Tanda Technologies, a service provider that supports businesses with all of their IT needs.

“Their business came to a standstill,” he continues. “And we showed up immediately to resolve the situation.”

About Tanda

Known to locals as the Golden Horseshoe, the Greater Toronto area has been home to Tanda Technologies since its founding in 1993. The company provides support to SMBs in a variety of industries, from virtual office networks to companies with over 300 employees.

Although Tanda is in the business of helping customers stay in business, disaster recovery isn't a term Lawrence focuses on. “We sell business continuity and reducing risk” he says, “we don't focus on disaster recovery, we focus on preventing disasters from happening in the first place.”

To prove his point, he explains that Tanda Technologies takes its responsibilities as a full service dealer seriously. “We go onsite, become the client's IT department, and even do their IT budgets so there are no surprises. We put hardware on a rotating 3-year schedule where a third of the equipment is replaced annually so everything is kept up to date. We test all major software in-house for four to six months before installing it on the client side.”

A Better Backup

In order to provide reliable offsite backups for the company's clients, Reiber sought a solution to replace the tapes and RDX cartridges that they had long used. “For about a year and a half I was looking around, and I came across StorageCraft at an event,” Lawrence recalls. “My partners and I were impressed by StorageCraft solutions, after meeting with an account manager we conducted a comparative analysis and decided to use StorageCraft moving forward for backups.”

With the StorageCraft Recovery Solution™ in place, Tanda Technologies accommodates these offsite backups using a purpose-built data center with over a dozen servers. “Each client has an encrypted VPN connection right to their data,” Lawrence explains. “In the event of a disaster, we guarantee that the client will be back up and running within four hours, and we perform a mock recovery every three months to ensure its effectiveness. We do all that with ShadowProtect®, ImageManager™, and HeadStart Restore®.”

“We got a phone call at eight in the morning from a corporate client. The floor above theirs was hit by a fire, and the water used to put it out flooded everything. Their servers were completely inoperable and they couldn't work out of their building.”

- Lawrence Reiber, President,
Tanda Technologies

Crunch Time

Fortunately, these steps were taken before the fire and collateral damage occurred. But even with all that in place, a smooth recovery depends on how everything comes together to work in the real world.

So when the phone call came from their client informing them that everything was down, that was Tanda's cue to spring into action. "We were there within a half hour, surveyed the situation, and told them we'd have everything up and running right away," Lawrence says.

Using HeadStart Restore (a feature of ImageManager), Tanda was able to get them back on track. "We had everything spun up as virtual machines from our data center that same morning, with the ability for them to log in and continue their work."

Once they were back in business, the client decided to use their temporary accommodations as a long-term solution. "Shortly after the incident, we had their servers operational in our data centre which they were able to access remotely from their temporary office. Our client was so pleased and confident in our data centre infrastructure that they decided to continue using it rather than moving back to an on-premise server."

"Our Clients Love It"

"Business continuity is a more realistic sell than disaster recovery," Lawrence continues. "Some clients question the need for our detailed services, and all I have to do is tell them the story about our one client. Remember, the fire didn't happen to them – it happened to the office above them, but their business would have been crippled without the ability to get up and going again quickly. Their data would be gone and they would probably be out of business."

The key to Tanda's longevity is their dedication and commitment to developing sustainable long-term client relations based on their experience. "Our clients love it," Lawrence adds. "We get all of our business from existing clients and referrals, and our ability to recover quickly using StorageCraft is a big part of that. I highly recommend StorageCraft as a reliable solution for IT environments."

About Tanda Technologies

Tanda Technologies specializes in a wide range of services, including tailored IT services and solutions for small and medium businesses and their owners in The Greater Toronto Area.



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About StorageCraft

StorageCraft® provides best-in-class business continuity solutions for IT environments. StorageCraft delivers backup, disaster recovery, system migration, data protection, and cloud services to keep businesses running, no matter what.

www.storagecraft.com

