

Geffen Mesher Partners with iland, now 11:11 Systems, and Veeam for trusted, cost effective cloud backup.

SOLUTIONS: BaaS, 365 Backup

Client Profile

Geffen Mesher, founded in 1933, is a Portland-based accounting and consulting firm which offers a full suite of financial strategy, accounting, and CPA services. Operating primarily in the Northwest, it seeks to build strong and lasting partnerships with a wide range of individuals, privately-held businesses, and non-profit organizations. For nearly a century, Geffen Mesher has successfully guided its clients through booms and busts, recessions and recoveries, by prioritizing the lives, plans, and goals of people. Today, it ranks among the top one percent of CPA firms in the United States.

Simplifying Backup and Minding the Gap

Bill Schneller, director of information technology at Geffen Mesher, turned to [11:11] for Secure Cloud Backup for Veeam Cloud Connect and Secure Cloud Backup for Office 365 as a way to simplify and secure the company's data retention strategy.

In addition to using Veeam®, the leader in backup, recovery and data management solutions that deliver Modern Data Protection, for backup on premises, the company was also paying a local MSP to backup certain critical servers both on and offsite. "Basically, we were doubling up the work and paying for it," said Schneller. "As a three-person team supporting about 150 users, we've got our hands full. It just seemed far more preferable to outsource those duties to a competent company for less than we could do it in-house."

Schneller also knew that Office offered little in terms of backup protection for OneDrive, Teams, and SharePoint data, meaning Geffen had no safety net in place. Making matters worse, malicious attacks, like malware, ransomware, and phishing, continue to increase. "We knew we needed to make a change. Office does not backup your data. They replicate everything and people think that's the same thing," said Schneller. "You may have high availability, but if you delete something, it's gone. That means if you get hit with ransomware, those encrypted files just get replicated throughout the Office architecture and you're out of luck."

CHALLENGES

- Enable secure and reliable access to data
- Reduce backup costs
- Prepare for increasing cybersecurity threats

SOLUTIONS

- [11:11] Cloud Backup for Veeam Cloud Connect
- [11:11] Cloud Backup for Office 365

BENEFITS

- Protection from cyberattacks and other data loss events
- Long-term Office 365 data retention
- Reduced backup costs and benefit of OPEX pricing
- Unparalleled customer support
- Flexibility for future growth

PROFILE

- Size: Commerical
- Industry: Finanical Services

GEFFEN MESHER PARTNERSHIP CASE STUDY

"[11:11] delivers everything it promises — there's really nothing better I can say. We've been very, very happy with the results. I sleep better at night knowing that if we ever get hit with ransomware, we've got the right offsite backup solution in place."

Bill Schneller, Director of Information Technology at Geffen Mesher

CPA Approved Cost Savings

Initially, Schneller explored the viability of handling the company's core backups as well as its backups for Office 365 in-house. In the end, the infrastructure requirements proved too costly, and the company opted to go with a cloud-based backup provider, and a highly-recommended Veeam partner, like [11:11 Systems].

"We did a lot of due diligence — speaking with other customers and our reps at Veeam. In those conversations, [11:11] seemed tried and true. It was a big player in the space and also offered 11:11 Cloud DRaaS as a future option, whereas other vendors did not," said Schneller. "The tech world is huge and immensely complicated. Yet there's this illusion that we all, somehow or another, understand every part of it. But we don't. We wanted to leverage the expertise of a vendor like [11:11] that has specialized in this space and know what it's doing."

This change in strategy also complemented the ethos of a company run by, and filled with, CPAs, who naturally favor an operating expenses (OPEX) model that makes it easier to track and plan for costs down the road. "We ended up saving several hundred dollars a month without having to make many changes, simply by switching to 11:11 Cloud Backup and Cloud Backup for Office 365," said Schneller. "I'm a member of several different industry peer groups, and if ever I hear of someone looking for an offsite backup solution, [11:11] is always the first company I recommend."

Reliable Support 24/7/365

Switching to [11:11] not only afforded Geffen Mesher the benefit of savings and security, but the confidence and peace of mind that comes with a trusted partner. When the company's migration hit an unforeseen speed bump that threatened to disrupt Schneller's deadlines, he worked closely with his account manager and the [11:11] support team to resolve the issue. It was an experience that, under different circumstances, might have weakened the partnership between the two companies, but instead served to strengthen it.

"We understood that the whole situation was beyond [11:11]'s control, and yet everything got rectified and their support team was terrific through it all. They made sure all of our workloads were securely moved and they followed up with us constantly. Everything was handled the right way," said Scheller. "Since then, our service with [11:11] has been flawless. I know that if we were ever hit with a ransomware attack, or suffered a facility disaster, our backups would be stored safely."

In the end, Schneller and his team met all their deadlines and have since signed longer term contract with [11:11]. Schneller, who previously worked for an MSP, recognizes the value of trusted, capable and available IT support.

"I got every call when things didn't go well, so I know what it's like. That's why when I get good support, I will bend over backwards to let everyone know how great a job they did," said Schneller. "Knowing that a company will stand behind their services and then have the competence to follow through is tremendously reassuring."

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