

Btech

Partner Snapshot

Name

Btech

Overview

Managed Security Service Provider serving financial institutions including credit unions, banks, and trusts

Location

Pasadena, California

“This is a true partnership. I get treated in the same way I try to treat my own clients.”

—Lee Bird
Btech

EVault Partner Btech Pairs Data Backup Peace-of-Mind With Its Managed Security Services

When Btech was founded in 1989, says President Lee Bird, its chief aim was to design and implement efficient, secure networks. Back then that applied to clients in a variety of industries. But Bird’s team came to realize that one key to the company’s success would be developing strong knowledge of—and solutions for—the needs of a particular industry. For Btech, that became financial services. Its client base now consists primarily of credit unions, banks and financial trusts. And while its services continue to include both remote and on-site network monitoring and management, today Btech’s main focus is on security. The company describes itself as a Managed Security Service Provider.

Every industry faces mandates for dealing with data: federal, state, intra-industry, even international. And each company must develop its own policies and procedures for complying. Bird says that data security came under intense scrutiny post-9/11, and he foresees additional requirements stemming from the financial crisis that began in 2008. The specifications for privacy, security, access and retention, archiving, et cetera, are complex. “There’s a lot to know,” says Bird, “and clients appreciate that your knowledge of their industry helps them deal with their particular challenges. Our expertise gives us an advantage.”

Btech’s specialists implement and test managed security services including firewall, intrusion prevention, patch management, and secure email using best-of-breed technology. The company’s managed security services include 24/7 monitoring, proactive response, and detailed reports that not only validate Btech solutions but satisfy compliance requirements as well. Says Bird: “Companies are audited every year, and almost every year examiners have some new primary focus, such as patch management or intrusion detection and prevention. And that includes not just implementation, but sophisticated reporting.”

When it comes to data protection, examiners want to see encrypted solutions, and also a secure method for transporting data off-site for disaster recovery purposes. Together, EVault® data protection from EVault, A Seagate Company, combined with our managed services satisfy not only those examiners but also internal regulatory requirements as well.”

Partnering with EVault for mutual success

Ensuring secure, reliable backups with high availability has long been a bane of IT departments, largely because they've traditionally relied on taped-based methods. In acknowledging this about his clients, Lee Bird says he remembers clearly what an eye-opener it was when, in 2002, he encountered EVault. "I was at a trade show, walking down an aisle with a client when we saw the EVault booth with the words, *Are backups giving you a headache?* My client and I stopped dead in our tracks. Despite all the problems with tape, that's what you did. In 2002, everyone was still using tape backups. We stopped at the booth and asked them, 'What do you do?' They said, 'It's simple: we put software on a server and it backs up data—we encrypt it and transfer over the Internet to a vault on disk.'"

Bird was floored. "I knew right away that EVault's product was right for our clients. I was sold quickly on the technology and the people in the company. Within a week we were signed up as an EVault partner." Bird says the relationship with EVault has been "fabulous." EVault's data protection solutions now comprise 20 percent of Btech's business. "I appreciate that this is a true partnership. I get treated in the same way I try to treat my own clients."

The only real challenge, he says, had been "educating our clients on the technology. Seven years ago, when you told somebody you were going to take away their tapes it was a radical change. It was like saying you're going to drive a car, but you won't use a steering wheel anymore." Today, Bird says, disk-to-disk backup is recognized as an established technology with EVault leading the market. He appreciates that he can tell prospective clients that, among other things, EVault has never lost any customer data, offers end-to-end encryption, and its vaults are SAS-70 Type II certified. Bird likes EVault's continued innovation as well, especially since Btech prefers to find a proven provider and stick with them.

EVault has been simple to work with, says Bird, because of the strong, one-on-one relationship he and his engineers have with their channel manager. While the technology has grown more complex—with support for VMware and replication, for example—he and his team are always kept abreast of it. And his channel manager helps solve problems if they arise. "Their attitude is always, 'let's do what it takes to make things right,'" Bird says. For new partners, he knows that EVault's technical training is comprehensive, and he recommends it.

EVault's innovation is reflected in the fact that its solutions—including automated software-as-a-service, the more hands-on capability of its software products, and agents—make it easy to accommodate a given client's needs. Btech offers a mix of support, providing it directly to some clients and relying on EVault personnel in others. Bird likes the fact that when his clients call EVault they talk to on-shore, in-house experts who really know the technology, and that they answer quickly. "It's rare that you're on hold for more than two minutes," he says.

For Bird, sales support is a strong point too. "It's easy to sell because EVault solutions are known for being state-of-the-art. They really do 'just work.' It isn't often that you can say that about technology and then back it up." Bird makes the point that EVault makes it easy for partners to be successful: "They're very generous with MDF funds and internal resources like telemarketing. They've done a really good job with things like postcard mailings, and allowing us to cobrand just about anything. As a small business owner, I don't have resources for those things, so that's been huge."

Client win too

Bird cites the ease with which EVault's solutions improve his client's environments. "Ventura County Credit Union (VCCU) is a good example. They're a mid-sized credit union that is growing, and we originally worked with them providing managed security

Case Study

Btech

services. They were not completely satisfied with their processes for getting servers backed up and their data sent off-site for disaster recovery purposes.” That was especially important since VCCU’s offices all reside within California’s earthquake fault zones.

The Credit Union was dealing with other data protection challenges as well. VCCU’s data set had grown, and this sheer size created long nightly backups. Recovering data quickly had also become a need. Creating a secure, reliable means to back up and restore VCCU’s physical and virtual servers—most critical being its Symitar Episys core processing system was key to the IT solution. All business critical components of that mix needed appropriate backup-and-restore provisions to ensure satisfying regulatory mandates for privacy, security and retention.

DR was a critical need as well. The Credit Union had to create a bulletproof system for replicating data to a location far enough offsite that a natural disaster could be ridden out with minimal of business disruption. To deliver controlled expenses, any new data protection solution would have to be cost-effective and serve to reduce the resources allocated to data protection.

Lee Bird knew that VCCU’s solution was based on tape, so it was easy for him to envision how a combination of EVault products would not only solve the disaster recovery problem, but speed restores and save money. “I remember being in their office with a pencil and paper, drawing out how an EVault solution would work. They’d get backup for each office, disaster recovery, long-term retention—all the benefits they needed. They also had communicated to me the constant expense of buying tapes, and that they knew that tapes wouldn’t easily satisfy the encryption and other compliance requirements they faced.”

The solution was easy to design, and easy to sell. “We ended up putting in an EVault Software system, two main vaults, and multiple EVault agents covering everything from Windows and Exchange to SQL and VMware. So they really leveraged EVault’s offerings. One of the things that’s so satisfying about that installation—and I hear this a lot—is that VCCU has been very vocal about how satisfied they are, that the product does everything we told them it would. We’re talking already about future implementations as their environment continues to grow.”

Take the Next Step

To learn more about EVault storage solutions, call us at 1.877.901.DATA (3282), email us at concierge@evault.com, or visit us at www.evault.com.



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