

Nominee: Databarracks

Nomination title: Providing Enterprise-class Cloud Services for the SMB Channel

Databarracks has been providing managed, hosted and cloud services for over 11 years. In that time our sales have been both direct and indirect. However, in 2013 we created a completely new channel programme to enable targeted partners to re-sell our services. Our service is built upon technology designed specifically for the cloud; VMware for the platform, Solidfire for the storage, Asigra, Zerto and Veeam for disaster recovery and backup. We are members of the Cloud Industry Forum (CIF) and a VMware vCloud Powered Partner.

By identifying partners with a vertical focus has enabled us to deliver many successful projects for our joint customers. A particular example of that is our partnership with Tikit, one of the largest independent suppliers of technology solutions and services to legal firms, accountancy practices and other professional services firms. By providing one of the most secure cloud offerings in the UK, Databarracks enables Tikit to resell our Disaster Recovery and Backup as a Service (DRaaS and BaaS) offerings to their client base. A recent joint win for our partnership was with Teacher Stern to overhaul their backup solution. Christine Ardis, head of IT at Teacher Stern commented, "The new solution is much more efficient. Whereas the old software calculated storage based on raw size, not compressed data, Databarracks calculates after compression, so we've been able to reduce hundreds of GBs of SQL data down to tens of GBs on Databarracks' servers. Perhaps most importantly though, it's intuitive to use; restoring is so much easier now. Where previously we had very little visibility into both the file stores and the restore process, now we have a clear picture of what is where, and how to restore it." Christine went on to say, "It is important that our backup solution can double as a DR function as well, if needed. Backup as a Service from Tikit and Databarracks is ideal for that." Tikit's managing consultant, Jonathan Walker, "Being a law firm, Teacher Stern is a document-heavy organisation. It wasn't really feasible for them to trawl through millions of folders on the Document Management System to find a single file. It wasn't hard to recommend Databarracks. The software is very user friendly and the powerful search function means fee earners can stay connected to the information they need no matter what. It costs exactly the same as their previous software, but the reliability, functionality and service the firm receive is incomparable."

We also turned the concept of vendor channel programmes on its head this February, with the introduction of our (de)Programme. We focus less on the 'programme' part, and much more on the partners themselves. We threw out the top-down, one-size-fits-all structure and, instead, build specific collaborative relationships that play to the strengths of our

partners on an individual basis. All partners have access to a dedicated portal containing the latest sales and marketing tools, and we provide an ongoing annuity stream for the lifetime of the contract between the end-user customer and Databarracks. We also heavily invest in partner demand generation activities. Examples include co-funded events with partners Tikit, Total, Calligo, and joint campaigns with Accesspoint and ITS.

Rather than rigid request for MDF processes and lengthy applications, 2 quarters in advance we try to be flexible to support whatever activity works for a particular partner. For some, this means cross selling new services to an existing customer base at events, and for others it may be adding new customers and using Databarracks services to get a foot in the door. We have also negotiated reduced rates for telesales lead-gen campaigns with Astute and offer these as a package for partners.

All this adds up to bespoke channel partner offerings – both services and marketing – to enable the SMB channel to offer their customers enterprise class cloud services.

Why nominee should win

1. Highly accredited; ISO9001, ISO 27001, CIF Member and the first commercial organisation to achieve Cyber Essentials Plus the higher level of certification against the Government-backed Cyber Essentials Scheme.
2. We provide the skills, both consultancy and technology, to enable our partners to deliver maximum business benefit of moving their clients to the cloud.
3. By going to market with partners with a vertical focus enables their clients to benefit from specifically tailored offerings for their market sector.