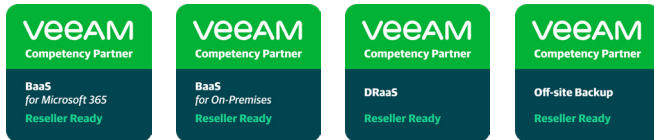


Probax solves MSPs' greatest challenges with Veeam-powered data protection

“ We make it easier than ever for MSPs to manage multiple client environments and workloads, take new products and services to market, generate demand and nurture leads. What makes Probax unique is the automation and intelligence layer we wrap around Veeam solutions to save MSPs time and money.”

— Sam Meegahage,
Chief Operating Officer, Probax



The business challenge

It's a good time to be an MSP. As cloud adoption and cybercrime continue to surge, more and more organizations are reaching out to MSPs for data protection.

That doesn't mean it's easy to be an MSP. Their clients' data is growing fast, and it's spread across multiple environments, which means providing reliable, scalable and secure data protection can be a challenge. Some MSPs choose to invest in their IT infrastructures and hire additional administrators, but that adds cost and complexity. Most choose to partner with a Veeam Cloud & Service Provider.

“The MSP market is also crowded, which means MSPs have to differentiate themselves through technology or other means,” said Sam Meegahage, Chief Operating Officer at Probax. “That's where we come in.”

That's also where Veeam® comes in. In 2013, Probax forged a partnership with Veeam Software to help their joint clients solve complex data protection challenges. Probax committed to continuous innovation, and their efforts paid off. They won the inaugural Veeam Innovation Award in 2018, followed by VCSP Partner of the Year, Australia in 2021. One year prior, Probax was one of a select few to be approved in all three VCSP Reseller Ready competencies: Backup as a Services (BaaS) for Microsoft 365, offsite backup and MSP backup. Veeam added a fourth competency in 2022 – Disaster Recovery as a Service (DRaaS), which Probax also obtained.

Industry

Technology

Company



Probax is an award-winning provider of modern data protection solutions and services exclusively for managed service providers (MSPs). By combining unmatched partner enablement and support with continuous innovation and integration among industry-leading technology vendors, including Veeam and Microsoft, Probax empowers businesses to protect their most valuable asset – their data. With offices in Australia, New Zealand, North America and Singapore, Probax is a Platinum Veeam Cloud & Service Provider (VCSP) partner that continues to grow and expand globally.

"Veeam is an integral part of our data protection platform and our growth strategy," Meegahage said. "We offer innovative and intelligent MSP-ready solutions powered by Veeam technology (Veeam Backup & Replication™, Veeam Cloud Connect and Veeam Backup for Microsoft 365), enabling our MSP partners to meet their clients' needs and grow their businesses."

The Veeam solution

Probax transforms data protection for MSPs while reducing cost and complexity. Probax also ensures scalability, affordability, ransomware resilience, data sovereignty and protection for Microsoft 365 workloads. As a result, the company's revenue grows approximately 5% month over month.

"We make it easier than ever for MSPs to manage multiple client environments and workloads, take new products and services to market, generate demand and nurture leads," Meegahage said. "What makes Probax unique is the automation and intelligence layer we wrap around Veeam solutions to save MSPs time and money. We also offer a comprehensive suite of partner-enablement resources to help grow their MSP business."

One of those MSPs is Comvision Australia. As Comvision grew, hosting client data wasn't a scalable or affordable option for business growth. By partnering with Probax, Comvision not only scaled quickly and easily, but they also reduced operational expenses significantly. Moreover, Comvision has been able to expand into new markets because Probax helps them meet clients' data sovereignty requirements. All data is safely and reliably stored in Australia (or whichever country, state or continent satisfies compliance requirements).

Keeping client data safe from ransomware is equally critical. Probax's proprietary technology automatically migrates Veeam backups to air-gapped storage, which removes the ability to read or delete data prior to a pre-configured expiry date.

Data protection begins with Probax Hive, a cloud-based, single-pane-of-glass management portal that handles the full scope of MSPs' data protection needs, as well as Scout, an automatic data diagnosis and repair agent. Hive enables MSPs to automate Veeam licensing and manage services such as BaaS (called Honeycomb Hot Storage), DRaaS (Second Colony), AaaS (Honeycomb Cold Storage for long-term data retention and ransomware protection), OSaaS (Honeycomb Object Storage) and Microsoft 365 Backup & Archive.

Meegahage said Probax differentiates protection for Microsoft 365 workloads by checking every restore point to confirm all required data exists. MSPs have the flexibility to choose what they protect per client: Exchange Online only or the entire suite.

"Our Microsoft 365 Backup & Archive offering has garnered a great deal of attention from our MSP partners, making it one of our largest growth areas," Meegahage said. "We're helping them create new revenue streams (and it can be recurring revenue) as they expand into new markets."

Innovative Solutions is a good example. Based in North America, the company is growing quickly and expanding services, so they searched for a data protection provider capable of supporting that strategic growth. They also looked for a provider with diverse offerings and a competitive pricing structure.

Challenge

Probax has a deep understanding of MSPs and their challenges. One of their biggest challenges is protecting clients' diverse, dispersed and rapidly growing data. Having the ability to scale data protection without additional cost and complexity is critical to every MSP's business model.

Solution

- Veeam Cloud Connect
- Veeam Backup & Replication
- Veeam Backup for Microsoft 365
- DRaaS

Results

- Transforms data protection for MSPs while reducing cost and complexity
- Ensures scalability, affordability, ransomware resiliency and data sovereignty
- Protects Microsoft 365 workloads and increases revenue 5% month over month
- Maintains client confidence by obtaining all available VCSP Reseller Ready Competencies

"By going to market with Probax and Veeam, Innovative Solutions centralized data protection and decreased operational costs, enabling them to pass along that savings and reduce costs by up to 50% for large enterprises," Meegahage said.

Since Probax is 100% channel driven, Meegahage said their growth is driven by the growth and success of their MSP partners.

"We help our partners thrive with intelligent, reliable and flexible solutions," he explained. "Innovation and automation are absolutely critical for them, and that's why Veeam APIs are so helpful. They enable us to create custom integrations so MSPs can stay at the top of their game. Veeam APIs help us provide offerings that MSPs find indispensable."

The results

- **Transforms data protection for MSPs while reducing cost and complexity**
Probax offers out-of-the-box-ready solutions, enabling MSPs to quickly deliver Veeam-powered data protection to their clients.

"We accelerate MSPs' ability to take new products to market, and we make the entire process extremely easy through automation," Meegahage said.

- **Ensures scalability, affordability, ransomware resiliency and data sovereignty**

Probax helps MSPs increase their service offerings while lowering costs, improving performance and increasing profitability.

"We're solely focused on delivering outcomes that will improve their experience while providing peace of mind their clients' data is always protected and recoverable," Meegahage said.

- **Protects Microsoft 365 workloads and increases revenue 5% month over month**

"We provide our MSP partners with complete control and protection of their clients' Microsoft 365 data," Meegahage said. "More and more MSPs are adopting this offering, which contributes to our revenue growing 5% month over month."

- **Maintains client confidence by obtaining all VCSP Reseller Ready Competencies**

"These competencies validate our offerings," Meegahage said.

"Veeam's designation confirms what we already know: Probax is the gold standard. We're proud to provide this additional proof point to our current and future customers."

About Veeam Software

Veeam® is the leader in Modern Data Protection. The company provides backup, recovery and data management solutions through a single platform for Cloud, Virtual, Physical, SaaS and Kubernetes environments. Veeam customers are confident their apps and data are protected from ransomware, disaster and harmful actors and always available with the most simple, flexible, reliable and powerful platform in the industry. Veeam protects 450,000 customers worldwide, including 81% of the Fortune 500 and 70% of the Global 2,000. Headquartered in Columbus, Ohio, with offices in more than 30 countries, Veeam's global ecosystem includes 35,000+ technology partners, resellers and service providers and alliance partners. To learn more, visit www.veeam.com, or follow Veeam on LinkedIn [@veeam-software](https://www.linkedin.com/company/veeam) and Twitter [@veeam](https://twitter.com/veeam).



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