

Veeam helps Ekco grow Dutch customer base through channel resellers



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— Marieke Spreen,
Account Manager,
Ekco

The business challenges

OIT resiliency, enabling its resellers and partners to focus on their core business while Ekco ensures their customers' systems and data are secure, accessible and available – no matter what.

In the Netherlands, Ekco's customer acquisition strategy includes a channel approach. Ekco offers Backup as a Service (BaaS), Disaster Recovery as a Service (DRaaS), plus failback from Ekco's cloud in 15 minutes or fewer, and Infrastructure as a Service (IaaS) to Internet service providers (ISPs), managed service providers (MSPs), and value-added resellers (VARs). Marieke Spreen, Account Manager at Ekco, said the business is growing quickly.

"Most channel resellers would rather focus on managing their customers rather than managing an IT infrastructure," Spreen explained. "Instead of worrying about infrastructure security, scalability and flexibility, they want to concentrate on what they do best, which is serving customers."

Many channel resellers use Veeam® Backup & Replication™, so Ekco worked closely with Veeam Software to build reliable data protection into every service offering, and they were successful. By 2020 Ekco was named Fastest Growing Veeam Cloud & Service Provider (VCSP) in the Netherlands, and by 2021 Ekco had earned Platinum VCSP status.

But that was just beginning of Ekco's success.

Industry

Technology

Company

Ekco is an expert in cloud solutions. A one-stop shop for flexible IT services, the company offers an extensive portfolio featuring public, private and multi-cloud infrastructures. Ekco serves approximately 1,000 resellers and partners throughout Ireland, England and the Netherlands.

The Veeam solution

Ekco's customer base in the Netherlands grows up to 75% year over year, and Veeam contributes to that growth. Veeam and Ekco provide customers with industry-leading scalability, business continuity and protection for their data, including rapidly growing Office 365 data. Veeam and Ekco save them time and money too.

"Everyone knows how well Veeam works," Spreen said. "When we tell prospective customers about our easy-to-use portal for Veeam-powered BaaS and DRaaS, including Office 365 data, as well as the managed DR services we provide, they understand our value as a partner. AENC is a good example."

AENC has been a successful MSP for more than 25 years and a Veeam customer for 12 years. When the hardware in AENC's data center required a major upgrade along with a substantial capital expenditure (CAPEX), Jan Willemsen, Team Lead in Sales at AENC, said partnering with Ekco was an easy decision.

"Our partnership is beneficial in so many ways, beginning with the tens of thousands of Euros we save annually by moving to Ekco's managed cloud infrastructure," Willemsen explained. "We converted a CAPEX into an OPEX (operating expense), which also gives us a more predictable expense for budgeting. In addition, our customer base is growing because we're pursuing customers that we couldn't pursue when our IT infrastructure had limited scalability. We also have more time to focus on customer satisfaction because we're not spending time monitoring and managing the IT infrastructure. Before we partnered with Ekco, our help desk spent a lot of time troubleshooting issues in our data center, but now they spend "all of their time focusing on customer service and research and development."

Customer service is top priority for Ekco too. Spreen said one of the questions she hears most often from prospective customers is about faster failback recovery options in case of a disaster.

"They want to know how quickly they'll be able to resume business operations if they partner with us," she explained. "We explain that because they use Veeam, they have replication and failover capabilities to our IT infrastructure, which means we can have them up and running in 15 minutes or faster."

Another question Spreen hears from prospective customers is about protecting rapidly growing Office 365 data.

"Veeam Backup for Microsoft Office 365 takes care of that," Spreen said. "Our portal makes Office 365 protection easy."

Ekco's portal, which it built and manages, lets resellers manage Office 365 backup (as well as backup for all BaaS and DRaaS solutions) because the portal integrates with remote monitoring and management (RMM) tools. The portal links Veeam customers to cloud infrastructures via Veeam Cloud Connect, a seamless, secure and encrypted conduit for backups and replicas. Not only can Veeam customers send their Office 365 data to Ekco's cloud, but they can also back up their data on-premises, so they never lose access and control.

"Veeam offers excellent solutions, and everyone knows Veeam, so it's a great way to start a conversation with prospective customers," Spreen said.

Challenge

Ekco's customer acquisition strategy in the Netherlands includes a channel approach, and no one knows the channel better than Veeam Software. Since most Dutch resellers use Veeam, Ekco and Veeam worked together to grow Ekco's reseller and partner base..

Solution

- Veeam Backup & Replication
- Veeam Backup for Microsoft Office 365

Results

- Contributes considerably to Ekco's customer growth of up to 75% year over year
- Offers scalability, business continuity and protection for growing Office 365 data
- Saves time and money for customers by converting an OPEX into a CAPEX

The results

- **Contributes considerably to Ekco's customer growth of up to 75% year over year**
"One of the main reasons we partnered with Ekco is because they use Veeam too," Willemsen said. "For us, Veeam is #1."
- **Offers scalability, business continuity and protection for growing Office 365 data**
Veeam already backs up at least 1 PB on behalf of Ekco's customers. Spreen said she anticipates that number will grow considerably with more customers using Veeam Backup *for Microsoft Office 365*.
- **Saves time and money for customers by converting an OPEX into a CAPEX**
Veeam Cloud Connect links customers to Ekco's cloud infrastructure, giving them the benefits of Ekco's failback DR services without the cost and complexity of managing a DR site.

About Veeam Software

Veeam® is the leader in backup, recovery and data management solutions that deliver Modern Data Protection. We provide a single platform for cloud, virtual, SaaS, Kubernetes and physical environments. Our customers are confident their apps and data are protected and always available with the most simple, flexible and reliable platform in the industry. Veeam protects over 400,000 customers worldwide, including more than 82% of the Fortune 500 and over 60% of the Global 2,000. Veeam's global ecosystem includes 35,000+ transacting technology partners, resellers, service providers, and alliance partners, and has offices in more than 30 countries. 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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