

NIC PARTNERS

DELIGHTS CLIENTS WITH COMPLETE, COST-EFFECTIVE BACKUP AND CONTINUITY FROM UNITRENDS

PARTNER SUCCESS STORY

NIC Partners
Rancho Cucamonga, CA



FOR MORE THAN 25 YEARS, NIC PARTNERS HAS SERVED CUSTOMERS ACROSS EDUCATION, HEALTHCARE, GOVERNMENT AND COMMERCIAL VERTICALS. AS AN IT SOLUTIONS PROVIDER, NIC PARTNERS IS DEDICATED TO HELPING CLIENTS ADOPT AND IMPLEMENT THE RIGHT SOLUTIONS TO ENSURE THEIR TECHNICAL INFRASTRUCTURE MEETS THEIR GOALS. HEADQUARTERED IN RANCHO CUCAMONGA, CA, NIC'S TEAM OF MORE THAN 50 EMPLOYEES BRING SPECIALIZATION IN A NUMBER OF DISCIPLINES, FROM NETWORK INFRASTRUCTURE, COLLABORATION SOLUTIONS, DIGITAL AND PHYSICAL SECURITY, TO CABLING, WIRELESS NETWORKING AND DATA CENTER TECHNOLOGIES. BEYOND INFRASTRUCTURE AND DIGITAL SOLUTIONS, NIC'S TEAM OFFERS A COMPREHENSIVE RANGE OF PROFESSIONAL AND MANAGED SERVICES TO CUSTOMIZE THEIR OFFERINGS TO MEET THE UNIQUE NEEDS OF EACH CLIENT.

THE CHALLENGE

As modern data center infrastructure has shifted from traditional on-premises physical servers to complex, virtualized infrastructure that spans from on-premises to the cloud, NIC recognized that a new approach to business continuity and disaster recovery (BCDR) was needed.

The decision to expand NIC's scope into BCDR wasn't strictly about the numbers. In working with many of their customers, Director of Sales and Alliances Nil Radadia and the NIC team learned about a number of challenges they faced with incumbent providers.

“ *The biggest pain point for most of my customers was price,” recalls Radadia. “Another was support. They would have to call a server manufacturer, a software manufacturer and then maybe another cloud provider... trying to manage five or six different people to figure out what's going on with your backups.* ”

SOLUTION HIGHLIGHTS

PROTECT ENVIRONMENT

- » Wide range of customer environments
- » Physical Servers
- » Virtual Servers – VMware, Hyper-V and XenServer
- » Cisco UCS
- » Microsoft 365
- » Google Workspace

UNITRENDS SOLUTION

- » [Recovery Series Backup Appliances](#)
- » [Unitrends Backup Virtual Appliance](#)
- » [Unitrends Forever Cloud](#)
- » [Unitrends Disaster-Recovery-as-a-Service](#)
- » [Spanning SaaS Backup for Microsoft 365](#)
- » [Spanning SaaS Backup for Google Workspace](#)

BENEFITS

- » Flexible deployment options
- » Holistic customer support
- » CapEx vs. OpEx billing models
- » Cisco UCS protection
- » Ransomware detection
- » Application-level recovery testing
- » Hybrid cloud support
- » SaaS data protection

In 2015, NIC Partners brought on Unitrends as a BCDR partner to offer the simplified, cost-effective and reliable solution their clients were looking for.

“Unitrends is a one-stop shop,” explains Radadia. “They’re one umbrella. If you have any issues, you’ve got one person to talk to. All of my customers sleep better knowing Unitrends is backed up locally [and] in the cloud, and they can spin it up in no time.”

NIC is a Cisco partner who delivers various collaboration solutions for many of their clients, especially in the education sector. Unitrends’ ability to back up and recover Cisco UCS data, including Service Profile metadata, provided NIC with a differentiated offering tailor-made to support one of their largest practices.

“One of the things that was unique with Unitrends was support for the Cisco UCS platform,” says Radadia. “As a big Cisco reseller, our customers love the feature that actually backs up the profile(s) with Unitrends. If they had an issue with UCS, that profile was backed up as well. No one else is able to do that.”

Radadia and the NIC team are well-versed in Unitrends’ solutions from a technological standpoint. Their ability to convey value and deliver tangible results for their clients with Unitrends has helped scale their backup practice tremendously.

“There’s been a huge ROI and a huge impact in our sales on backup solutions,” explains Radadia. “I never sold backup until we got to tell the Unitrends story. In the K-12 community, that has resonated with them, especially the price point, the protection and even checking for cybersecurity issues.”

Radadia and the NIC team utilize the [Unitrends Partner Portal](#) to maximize their efficiency with their day-to-day aspects of the partnership.

“The portal’s really great,” says Radadia. “I can get learning done, I can get registrations done with a few clicks, and also get collateral and updates on new releases and promotions. It’s all on one dashboard, so I don’t have to go and find a bunch of emails.”

They’re also utilizing the portal to grow their knowledge of IT Complete, enabling them to leverage complimentary solutions to solve a variety of partner challenges.



READY TO UPGRADE YOUR BCDR?
[LEARN MORE & GET STARTED TODAY](#)

FOLLOW UP

As the Unitrends-NIC partnership has grown, Radadia and NIC have built a great cadence with their dedicated Unitrends team to lay the foundation for mutual success. NIC Partners was named Unitrends Partner of the Year, 2021.

“ONE OF MY FAVORITE THINGS IS WHEN WE HAVE A CUSTOMER DEMO,” RADADIA EXPLAINS. “WE HAVE A GREAT TEAM THAT DOES THESE. ONCE I GET THE CLIENT ONBOARDED, THE UNITRENDS TEAM CAN TAKE OVER.”

“I THINK THE ‘WOW’ FACTOR WITH UNITRENDS COMPARED TO ALL THE OTHER TECHNOLOGIES WE SELL IS THE TEAM PROCESS OF HOW EVERYBODY WORKS TOGETHER.”

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Lately, Unitrends has added some other features that’s made it simple to talk about additional things. If you want to discuss IT Glue or Spanning SaaS Backup, we’re able to easily add those other features into our notes so we can talk about those things with our customers. Having some things that are complimentary, like Helix, our customers love that as well. It gives them visibility and we’re able to share some of the other products under the Kaseya umbrella.

ABOUT UNITRENDS

Unitrends makes efficient, reliable backup and recovery as effortless and hassle-free as possible. We combine deep expertise gained over 30 years of focusing on backup and recovery with next-generation backup appliances and cloud purpose-built to make data protection simpler, more automated and more resilient than any other solution in the industry.

Learn more by visiting [unitrends.com](#) or follow us on LinkedIn and Twitter @Unitrends.

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