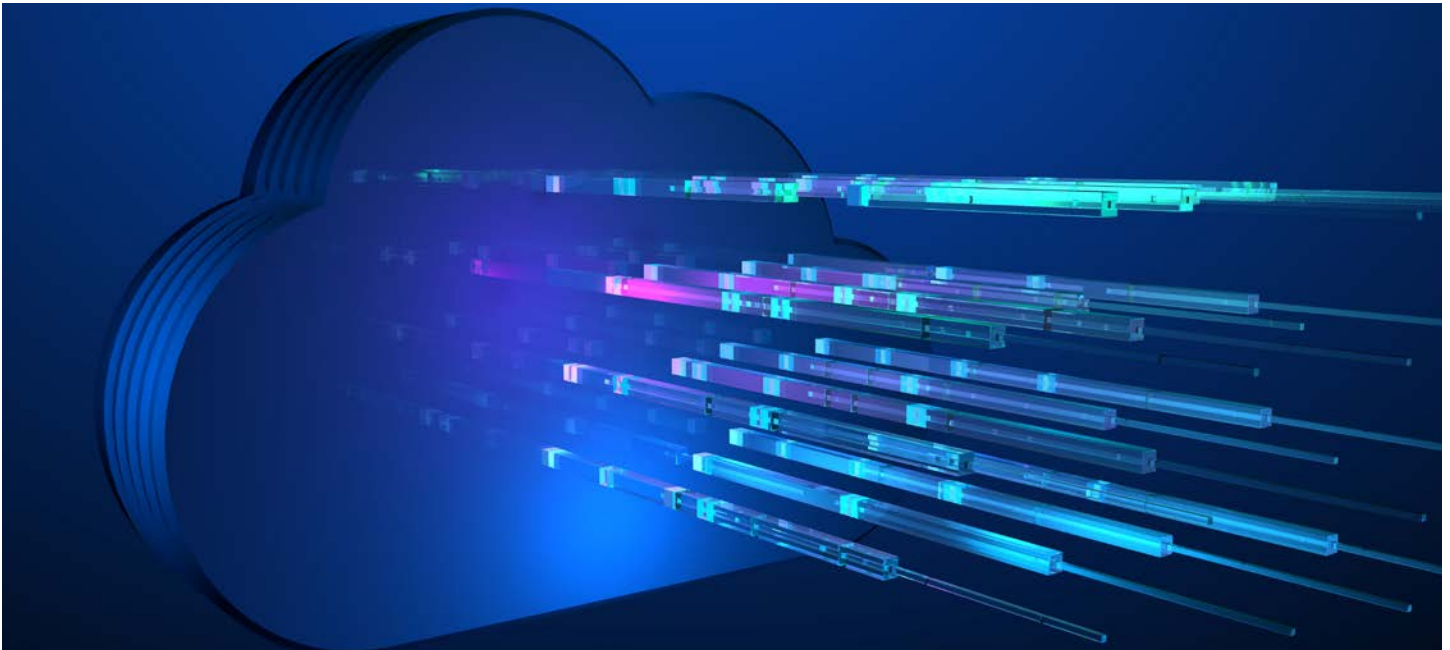


# Make Cloud Backup Strategic with Azure Managed Services



Johannes Leonardo is a creative advertising agency established in 2007 with a mission to create long-term brand platforms that transform organizations. For about 13 years, the agency ran a very lean IT department and outsourced many of their IT needs, including cloud data backup. When the agency began to grow rapidly and their number of employees almost doubled in 2019, they brought in Kwaku Adeigbola, IT Manager, to build a more efficient IT environment focused on the needs of the agency.

One of the first things Kwaku noticed was that the business was being overcharged for their cloud data backup service. Not only that, but he couldn't even access the company's data without sending a request to their service provider—who might take days to process the request and return the necessary data. To make matters worse, he'd never heard of the cloud provider they were using—what if they folded tomorrow? Where would the agency's data be?

To save the agency money and gain better control over their data, Kwaku knew it was time for a new Managed Services Provider (MSP). As the head of a small IT department, he needed to rely on a partner who could provide comprehensive and trustworthy support. In previous positions at other companies, Kwaku had developed a relationship with a Connection Account Manager, Nate Waluck, and he knew he could turn to Connection for help building a reliable solution that actually fit the agency's needs.

Nate brought together a team of experts who worked with Kwaku to develop a solution using Microsoft Azure Managed Services from Connection. Kwaku decided to first build a small-scale test of the services to ensure that everything would run

smoothly. Once the test was successful, Kwaku knew they were ready to shift the entire organization to their new MSP. "[The test] didn't just reduce the risk—it negated the risk," Kwaku said. "We had done the proof of concept, it worked well, and now it was just a matter of turning the dial and going to 11."

Even before living in the new environment for a few months, Kwaku was able to see during the planning stage that moving to Connection's Azure Managed Services was going to save Johannes Leonardo thousands of dollars per year over their previous MSP—as they were paying about 82% less than they had. With the Connection's MSP, the agency is getting more storage as well. With Azure, Kwaku always has direct access to the data backed



up in the cloud, allowing him to retrieve whatever the agency needs, when they need it. “[The solution] allows us to back up to recover things,” he said. “And we can restore from the cloud to any location we need. It just really ticks all the boxes for us and then expands our abilities ten-fold.”

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Along with the data backup services and support, Connection also provides monthly reporting that shows how their cloud usage is changing over time. With this information, Kwaku and his team can now plan and budget strategically as the agency continues to grow.

Migrating their cloud backup services to Connection and Azure was so successful that Johannes Leonardo is already considering moving other parts of their business to the cloud—and Connection will be with them every step of the way.

### We Are Your Guide to Managed Services

If you’re considering migrating to the cloud, an MSP can be an invaluable partner. With Azure Managed Services from Connection, we can help you manage multi-cloud environments, ensure data security, and address your compliance needs. We sweat the small stuff, so you can focus on what really matters—supporting your users and growing your business.

Drawing on more than 37 years of industry leadership and a team of experienced technology experts, Connection is here to listen to your challenges, calm the confusion of the IT world, and help you create the right solutions. Because the right technology does more than keep your business running—together, we’ll build scalable solutions that enhance growth, elevate productivity, and empower innovation.

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