

WHEN THE FLOOD WATERS REACH YOUR 6TH FLOOR MANHATTAN OFFICE



Imagine if...

...a plumbing snafu the floor above yours deluged your server room with water.

...all of your servers, data and applications were completely out of commission.

...your business was up and running the very next morning with zero data loss.

"I sure never thought they'd get flooded!" thought Ken Goldberg, President of NYC-based MSP MCG, Inc., when he sold his client Hoberman & Lesser a hybrid cloud-based backup, recovery and business continuity solution. But it's a good thing he did.

Hoberman & Lesser is a high-end, high-touch CPA firm located in midtown Manhattan. As such, it depends heavily on IT to provide the very best service to its diverse clientele.

Without a significant IT department of its own, Hoberman & Lesser also relies on its MSP to keep its IT environment running smoothly and to make recommendations about how best to keep evolving that environment over time.

So it made sense for Goldberg to suggest in October 2014 that Hoberman & Lesser ensure its ability to keep serving its clients without interruption even in the event of a disaster by making the move to Datto. "We've experienced our share of disaster in New York City," says Goldberg. "But with Datto SIRIS, you can quickly restore business operations anywhere in the world, by running off virtual machines and backed-up data. Given the nature of their business, it wouldn't have made sense for Hoberman & Lesser not to have done it."

MSP:
**Microcomputer
Consulting Group, Inc.**

Location:
New York, NY

Serving:
**Small to medium-size
business with a focus on
accounting firms, apparel
firms, and distribution/
manufacturing companies**

President:
Ken Goldberg

Someone Else's Bad Plumber

Then it happened. A plumber working on the floor just above the Hoberman & Lesser office left the wrong valve open—and, before anyone realized what was happening, the firm's IT server room was completely waterlogged. Its servers, storage devices and networking gear were all out of commission. So at 2:30 in the afternoon, no one in the office could get any work done.

Robert Hoberman, the firm's managing partner, immediately called Goldberg—who, in turn, immediately called Datto to alert them to the situation and draw upon their extensive experience in business continuity. And of course, a Datto tech answered the phone.

Goldberg quickly realized that his client's VMs, applications and data were all ready to run from the secure Datto cloud immediately. The real challenge Goldberg faced was providing Hoberman & Lesser with secure Internet access. To accomplish that, he needed to set up a new firewall, get a network switch and restore the firewall settings from before the flood.

And that's exactly what he did. Because the damage was limited to the firm's server room, its desktop PCs were still all working. So Goldberg and his team set up the necessary networking, reconfigured the firewall, accessed the Datto cloud and had Hoberman & Lesser ready to go the next morning as if nothing had happened.

Plus, because of the way Goldberg had configured the firm's incremental backups, there was zero discernible data loss. The firm's clients never even noticed that their trusted CPA had momentarily faced a major disaster.

Lessons Learned

Based on his experience with Hoberman & Lesser, MCG Inc.'s Goldberg offers several takeaways for any MSP or MSP client thinking about backup and DR:

- Opt for hybrid cloud/on-premises. On-premises backup provides fast restoration of service for a relatively minor problem like a server failure. But cloud is indispensable for high-impact events like the one Hoberman & Lesser experienced.
- Ensure the completeness of your DR plan. In the case of Hoberman & Lesser, standby networking was necessary too. So MSPs and their clients should understand that DR preparation requires more than just backup data and VMs—and lay out plans for those requirements, such as an alternative worksite.
- Don't try to predict the problem. Goldberg didn't base his recommendation on a prediction that the people upstairs would hire an incompetent plumber. He was thinking more in terms of a major weather event like Superstorm Sandy, a massive city-wide power outage, or even the possibility of a terrorist attack. But what mattered in the end wasn't the nature of the disaster. It was the firm's ability to survive it.
- Act now. There is little to be gained by delaying deployment of an effective DR solution—and there is much to be potentially lost.
- Choose the right partner. Goldberg and his client were very, very glad that their DR solution-of-choice worked as promised when it was called upon to do so. Goldberg also appreciated the fact that Datto worked closely with him throughout the recovery process to make sure that Hoberman & Lesser got back up and running quickly.

"My experience with Datto affirms that they are the right data protection and DR partner for our business," says Goldberg. "Datto's technology, service, and culture all contributed to our success that day—and we now have an even higher degree of confidence that we can fulfill the IT continuity needs of all of our clients if and when a crisis hits."

About Datto

Datto is an innovative provider of comprehensive backup, recovery, and business continuity solutions used by thousands of managed service providers worldwide. Datto's 160+ PB purpose-built cloud and family of software and hardware devices provide Total Data Protection everywhere business data lives. Whether business data is on-prem in a physical or virtual server, in the cloud, or in SaaS applications, only Datto offers end-to-end recoverability and single-vendor accountability. Learn more at www.datto.com.



MCG, Inc. and Datto worked a miracle. We were hit by a massive flood that totaled our server room—but we were fully operational within hours and our clients never even noticed. The return on our DR investment is incalculable.

Robert Hoberman
Managing Partner
Hoberman & Lesser

Corporate Headquarters

Datto, Inc.
101 Merritt 7, Norwalk, CT 06851
United States
partners@datto.com • www.datto.com
888.294.6312

Regional Offices

Norwalk, CT 888.294.6312
Boston, MA 800.571.4984
Toronto, CAN 877.811.0577
Reading, UK +44 (0) 118 402 9606

©2015 Datto, Inc. All rights reserved.
12/11/15