

datto

SUCCESS STORY

# FROM MANAGED PRINT TO MANAGED IT



Ethos Technologies may be newer to the world of managed IT services, but getting there was no problem for them. After providing office technology for 30 years under a Hardware-as-a-Service business model, making the leap wasn't as difficult as one might think.

### From Managed Print to Managed IT

Formerly Blue Ridge Copier, Ethos Technologies has been in the managed print business for thirty years. For the past five years, Doug Turpin has led them as Technical Director, helping to build a managed IT services platform.

The company began as a traditional office technology company. Some of their accounts date back nearly fifteen years. Ethos has witnessed the IT industry transform around their business, and customer needs were evolving right along with it. When Turpin began meeting with clients on a monthly basis and performing strategic reviews, they realized that their customer needs expanded far beyond the print services they were offering.

"Ethos Technologies had a huge rental program for school systems. They owned the printers and had everything in place for Hardware-as-a-Service offerings. We applied this model across the board to other products we now sell," explained Turpin.

In the early stages of their expansion to managed IT services, they grew to ten engineers, put a helpdesk in place, and utilized a 24/7 network operations center to outsource after hours work too. Two years into their move, they decided to rename themselves Ethos Technologies, as they were offering much more than print services.

A huge part of Turpin's role has been finding vendors to partner with and implementing products and services for clients. By popular customer demand, the first managed IT service Turpin sought a vendor for was backup and disaster recovery.

### Backup and Disaster Recovery

Turpin described his biggest challenge moving over to managed IT services as evaluating all of the vendors out there today. For their backup and disaster recovery need, Doug found that many vendors forced him to prepay for certain levels of data storage.

He needed a solution that could not only protect his clients with mission critical print servers, but also integrate with his Professional Services Automation (PSA) tool, ConnectWise. To aid his search, he decided to reach out to his industry peers before making his decision.

After touching base with the the ASCII community, he learned about Datto. He immediately liked Datto's pay-as-you-go options and strong vendor reputation.



### DATTO FITS THE BILL FOR SECURE BACKUPS 100%

**Doug Turpin**  
**Technical Director, Ethos Technologies**



"Datto fits the bill for secure backups 100%. With Datto Support, it's like having a safety net all of the time for all of our customers. After starting with Datto, we're kicking off our managed services for desktops, servers, and firewalls," explained Turpin.

Their customers vary in size and span across industries including healthcare, legal, and education. Turpin describes their clients as being very different from one another, but united in their need for print services, backup, and disaster recovery. These combined offerings have worked hand-in-hand to increase Ethos' customer portfolio.

"There isn't a cut and dry profile for a customer that needs backup, because everyone needs it," said Turpin.

### Advice for Moving to MSP

For fellow managed print service providers looking to become managed service providers (MSPs), Turpin has some advice: Do your research before hastily adding partners. Turpin advises that listening to your peers will greatly assist you in your decision-making process. It's important to find vendors with great support so that each managed service offering added to your portfolio is seamlessly integrated.

Turpin also recommends taking the time to teach. He frequently does lunch and learns with customers from different verticals. This helps him understand how his clients feel about backup and disaster recovery at a very high level. Clients often complain about shipping data off-site or servers being down for days. The conversation about managed IT services takes off from there.

"Take baby steps and tackle each piece one step a time. Crawl, walk, run," said Turpin.

### 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 200+ 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](http://www.datto.com).



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**Doug Turpin**  
**Technical Director, Ethos Technologies**

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