

# PUTTING BCDR IN THE PICTURE

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*As a one-man IT team, avoiding downtime isn't easy. Luckily, a top-notch MSP is on board to keep things running smoothly.*

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If you've ever bought a framed painting or picture from Kohl's, Michaels, or Amazon, there's a chance it may have passed through **Portfolio Arts Group**. They're a manufacturer of high-quality home decor products for various retail chains, located in Connecticut.

**MSP:**  
**Ash Creek Enterprises, Inc.**

**Location:**  
**Stratford, CT**

**VP of Sales & Marketing:**  
**Joseph Cichowski**

David Welch is the IT Director at [Portfolio Arts Group](#), overseeing all day-to-day aspects of the company's information technology. Running the IT for a company like Portfolio is anything but simple, let alone when you are a one-man operation. Their manufacturing plant uses custom tracking programs for inventory to keep production operating efficiently. Portfolio has 80,000 stockkeeping units (SKUs) and roughly 50 employees constantly scanning various items. This data all goes through a single server, which means keeping said server up and running at all times is critical.

Welch relies heavily on [Ash Creek Enterprises, Inc.](#), a managed service provider for small and medium sized businesses, educational institutions and nonprofit organizations. The MSP company has been in business since 1999 and a Datto partner since 2011.

Before Ash Creek implemented Datto, Portfolio was relying on a mix of backup solutions. They had one software vendor for their local backup and a second for their cloud backup, while still using tape for off-site replication. Once Portfolio became Ash Creek's client, Joseph Cichowski, VP of Sales and Marketing at the IT company, suggested Datto become the company's one-stop business continuity and disaster recovery (BCDR) solution.

Ash Creek monitors all of Portfolio's servers and keeps things in check. If Welch ever has a problem, Ash Creek goes directly to Datto's Technical Support and gets it resolved quickly. Cichowski cites Datto's 24/7/365 support as one of the biggest benefits of using Datto, as well as the comprehensive product. "We love the product. As a company, we're a proponent of having more than one solution for every type of business need, but we don't for BCDR. We only partner with Datto. We have so much faith in the product that we're not looking for a second option," Cichowski added.



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After implementing Datto, Portfolio learned firsthand how valuable the solution was for business after experiencing server failure that halted the company's production line. Following 10 minutes of troubleshooting, they realized it wouldn't be a quick fix. Ash Creek reconfigured the operation over to the Datto unit and allowed them to resume normal business operations. They ran this way for about a week and performed the maintenance to copy back to their virtual environment on their servers. Thanks to Datto, there was no noticeable downtime.

"On the product side, Datto works flawlessly. Many of our clients rely on us solely for IT support. They don't have someone technical who can run through all the processes involved to keep their data backed up and safe. If there is a problem with a server, we're able to get them up and running without missing a step," Cichowski says.

Ease-of-use is key for Welch. With his old solution, he would often have to involve a third party to assist with restores. With Datto, he can handle his own file restores and maintenance without having to contact his MSP.

Speed is key for Portfolio. The ability to recover quickly is important. With a one-person IT staff, having someone that delivers best-in-class BCDR is essential. "Datto is a simple solution. The fact that we are able to bring up the virtual environment and avoid downtime is huge to say the least. It does everything that a combination of my old solutions would do, but all in one," Welch says.

## 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 180+ 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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