

Success stories

Birds of a feather flock together - rolling out Managed Backup in the healthcare sector



Christian Kaethner

Backup Specialist & Team Lead
ComService (Frankfurt an der Oder)

What do a guy from the food industry, a bearded man from the social services sector and a trained nurse have in common? No idea? They all work for ComService, an IT service provider with offices in Berlin and Frankfurt an der Oder. As different as their CVs may have been when they started out together in the IT industry, they are all united by a passion for satisfied customers and Managed Services. ComService started in 1996 as a small business with three people providing technical support for doctors and companies in the medical sector. Today a team of more than 20 people looks after around 280 customers. Colleagues from the healthcare sector understand the exact requirements of the customers, and trained technicians and IT specialists ensure that the customers can rely on the fact that their highly sensitive data is protected in the best possible way.

Honesty is the best policy

Christian and Christopher's teams know their clients well, and new clients are given brutally honest advice right from the start. Christian explains: "There is a growing tendency for our customers not to want to have anything to do with their IT themselves. That fits perfectly with our premium package, which covers all pillars of data security, from antivirus to backup. For those who choose not to, we provide detailed information on what can happen if they forego important building blocks of their IT security." Most customers trust these experts so much that they are happy to accept their suggestions.

"We buy people, not products."

The decision to go with SYNAXON Managed Backup was made out of dissatisfaction with their previous provider. "Technically, everything was running okay, but as soon as problems arose, we were on our own. The support was not very helpful, so we ended up having to try to solve almost everything ourselves. Very annoying!" says Christian. In contrast, Christian and Christopher can't say enough good things about the friendliness, reliability and dependability of the SYNAXON Managed Services team: "Our contacts always have a solution. Communication is great. We didn't favour one product or another when we switched; for us it's all about the people. Just like it is for our customers with us."

Cybercrime and GDPR as a sales tool

The two have no problems selling their Managed Backup service package to potential customers. "It might sound opportunistic, but at the end of the day, the rise in cybercrime and associated media coverage is a good door opener for us. Our customers' sensitivity to the issue of data security is growing - and in the medical industry especially, people are aware of the relevance of their data and their obligation to protect it," Christian says. "Our previous data backup solution was not GDPR-compliant and doesn't meet the latest standards. When it comes to convincing customers to move to our Managed Backup package, that's the argument that always works."



Christopher Pirch

Technician,
ComService (Frankfurt an der Oder)

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Some learn the hard way

Occasionally customers refuse to accept the necessity of a professional backup solution, or complain that the service is too expensive for them. "However, quality costs money, that's just the way it is," says Christian. The two have experienced numerous examples of customers getting a rude awakening after not taking expert advice. "We had a customer whose server and hard disks had completely conked out. The last manual data backup was four weeks prior and could only be restored with great difficulty. The MD - and of course his employees - then had to figure out how they were going to make up for the last four weeks of work they'd lost. Anyone who has experienced something like this will think twice about whether they really want to do without a backup product," says Christopher. Both Christian and Christopher are convinced that they have done everything right with their decision to implement SYNAXON Managed Backup.