

# Barracuda Email Protection helps significantly reduce email-borne threats and retain customers



## Challenge

Many small business owners perceive that paying for a managed services program will cost them more money than a break-fix plan.

## Solution

By using the Barracuda portfolio, Brick9 was able to:

- Help prospects identify areas where they're spending money on IT that they normally don't think about such as data center hosting costs and electric usage, annual license renewal fees, maintenance contracts and downtime.
- Position themselves as a trusted advisor that builds long-term relationships with its customers and adds post-sale support and services to each solution offering.
- Build trust with clients is by allowing them to try managed services solutions (e.g., Barracuda Email Protection, Barracuda CloudGen Firewall , Barracuda Backup) before buying.
- Demonstrate the value of the solutions at end of 30 day trial by sharing a report that shows all the viruses and spam filters that were blocked and other key performance indicators along with a predictable monthly price to continue the services.

## Results

Once Brick9 gets its foot in the door with Barracuda Email Protection, they are able to layer on additional IT infrastructure and security services such as Barracuda CloudGen Firewall, Barracuda Backup, and Managed Security Awareness Training.

## Profile

- Website: [www.brick9.com](http://www.brick9.com)
- Location: Ghent, Belgium
- Year Founded: 2014
- Employees: 5
- Specializations: IT Services, IT Consultancy, IT Security, Infrastructure

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"A few years ago, I received an email from a client at 2:30 a.m. saying, 'Thank you for recovering our data!' The client suffered a server failure, and Barracuda's Intronis Backup service and after-hours support automatically took care of the problem and recovered their data. After an experience like that, the customer sees us as heroes."

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"One of our largest managed services wins was with a government-run school with 12,000 users. The school was having a difficult time managing the software licenses and maintenance associated with its hosted anti-spam appliances. We moved them to Barracuda Email Protection, which includes a fixed monthly price, and they never have to worry about licenses expiring or buying new appliances ever again."

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