

Barracuda Email Protection helps significantly reduce email problems and retain customers



After getting laid off from his job at a cosmetics company in 2009, Tom Burtzloff decided to buy a CMIT Solutions tech-services franchise, and he founded CMIT of Columbia in 2010. Over the years, Burtzloff and his team built up the business to more than 50 managed services clients with a 97 percent customer retention rate. Earlier this year, the company was sold within the CMIT Solutions system, and Burtzloff stayed on as an area coordinator representative, assisting the franchise's eight locations in the Baltimore-Washington metropolitan area. "If done correctly, the MSP sales model is sticky," says Burtzloff. **"Barracuda has become our trusted advisor over the years, and that enables us to be our customers' trusted advisor."**

A standardized solution for regulated industries

As a comprehensive IT solution provider, CMIT of Columbia handles customer challenges ranging from internet outages to server crashes and data breaches. In a move to standardize its business operations, the MSP decided to migrate all its customers' email systems to Microsoft 365. **With customers in regulated industries such as accounting, healthcare, and legal, Burtzloff knew that additional data protection was needed.**

To help fully protect customers from advanced threats, Tom bundled Barracuda Email Protection solutions with every Microsoft 365 license they sold. This gave customers spam filtering, compliance archiving and cloud-to-cloud backup.

Profile

- Website: www.cmitsolutions.com/columbia
- Location: Columbia, Maryland
- Specialties: Managed IT services, data protection and backup, cybersecurity, networking and network security, hosting and cloud services, IT procurement, and virtual CIO/CTO services

Challenge

In the process of moving all of its clients' email systems to Office 365, the business needed a complementary solution to protect its customers' data and ensure compliance.

Solution

By partnering with Barracuda and leveraging Barracuda Email Protection solutions, CMIT Solutions of Columbia was able to:

- Fully protect customers in highly regulated industries
- Leverage archiving and cloud-to-cloud backup to maintain compliance

Results

Using Barracuda Email Protection solutions, CMIT has been able to:

- Justify bundling Barracuda Email Protection with every Microsoft 365 sale because of the significant reduction in customer spam emails and related email problems.
- Provide an excellent customer experience and maintain a 97 percent retention rate over the past several years.

Minimal investment helps deliver a better customer experience

After seeing the positive results of using Barracuda Email Protection, CMIT of Columbia includes it in every sale without exception — and sometimes for free. “Our tech team receives fewer support calls, and our time is freed up to service more customers,” says Burtzlaff. “Rather than argue with a customer about why they should pay a few more dollars a month for this added protection, we’ll include it for free. The cost is minimal, and it helps us deliver a better customer experience, which is a critical factor in building a recurring revenue business. **I like working with Barracuda. They’ve always been good at keeping us up to date with what’s next in security, and they’ve been an excellent partner.**”

A partnership with high quality support

Burtzlaff recalls a standout moment involving Barracuda and one of the MSP’s customers. **“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.** We thoroughly enjoy those moments, but we also know that it’s our partners like Barracuda who deserve much of the credit.”

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