

How Object First generated more than £400k in revenue growth for partner Central Technology

Introduction & Executive Summary

Central Technology (CT) is a managed service provider based in Chesterfield, United Kingdom. With a team of over 100 professionals, CT offers customers a fast, fresh, and simple approach to achieving their IT goals—with a key focus on efficiency, growth and security.

CT is one of the largest Veeam service providers in the UK, but the lack of a ransomware-proof on-prem backup storage appliance in their offering had become a critical limitation in competitive tenders, creating a gap in their solutions portfolio.

By partnering with Object First, CT was able to address this gap.

Immutable backup storage from Object First has transformed CT's competitive position, allowing them to offer a secure, simple and powerful storage solution—and delivering real business growth to their business.

Discovery and Onboarding

CT first discovered Object First through industry coverage of a Veeam event around three years ago. What really stood out at first was the impressive data backup and restore speeds of Object First's appliance.

Chris Barr, Technical Director at CT explains: **"Object First had developed a storage appliance for Veeam—and it was setting records for fast data backup and restore. The technical detail around ingest rates also caught my attention."**

Another factor that proved attractive was the fact that the solution took the form of a Target Storage Appliance. Barr continued: **"We provide end-to-end services—but many tenders we lost previously were because we lacked an appliance component. Object First filled that missing piece in our puzzle."**

The final benefit that really sealed the deal was seamless compatibility with Veeam. **"Object First is designed specifically for Veeam. Other object storage vendors require you to tweak Veeam settings, but Object First just works out of the box. No need to change block sizes or metadata."**

The experience of Deployment at customer sites has exceeded expectations, with CT's team finding the setup process remarkably straightforward. According to Barr, **"If you're familiar with Veeam and have your IPs ready, 15 minutes is a realistic timeframe. The support team was incredibly responsive and knowledgeable. Our team even commented that they wish all our suppliers were like that."**



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Chris Barr
Technical Director, Central Technology



Company:
Central Technology

Industry:
Reseller

Country:
UK

Solution:
Object First Appliance

Results

Faster backup and recovery times, improved scalability, and a more robust long-term storage strategy.

The Partnership

CT couldn't be happier with their partnership with Object First. **"Object First has been absolutely fantastic",** noted Barr. **"The partner-first approach is obvious in everything they do. The deal registration process is seamless, and our marketing team loves working with Object First. Events have been well-supported, and overall, it's been a fantastic experience."**

Barr also appreciated Object First's comprehensive tech support that he feels sets the standard for supplier relationships.

Business Impact

The partnership with Object First has delivered substantial business results for CT, transforming both their competitive position and revenue performance:

- **Increased revenue:** Object First appliances were CT's top revenue-generating infrastructure solution in the second half of 2024, and generating growth of more than £400k across the year.
- **Enhanced cybersecurity offering:** Object First gives CT enhanced positioning in cyber resilience discussions.
- **New verticals:** An improved cybersecurity offering that aligns with 3-2-1-1-0 data best practices has drawn interest from critical UK national infrastructure sectors—including water and electricity providers.

Barr also raises another positive impact: **"Customers may come to us looking to solve on-premises backup problems—but once they're in, we can offer all our additional services, like cloud protection and data availability. By partnering with Object First, we've met customers we wouldn't have otherwise."**

All these benefits have had a direct impact on CT's bottom line. According to Barr, **"In the second half of last year, Object First appliances were the top revenue-generating infrastructure solution we sold."**

Conclusion

By partnering with Object First, Central Technology has successfully addressed a critical gap in their service portfolio while achieving remarkable business growth.

The Object First appliance has become not just a product offering but a catalyst for broader business expansion and customer satisfaction. The combination of technical excellence, partner-first approach, and market-leading performance has transformed CT's competitive position in the managed services market.

Barr concludes: **"Object First enables fast recovery directly from backup if ransomware hits. It's confidence-inspiring. It just works."**