



"Object First is one of the few solutions I've come across where you really get what's advertised."

Bob Evans
Senior Cloud Engineer, DataServ



Company:
DataServ

Industry:
Managed Service Provider

Country:
United States

Solution:
Ootbi by Object First

Results

Ransomware-proof in-house datacenter with 50% faster backup speeds, new external on-premises offering for customers

300% Faster Backups with Absolute Immutability: How DataServ Transformed Backup Storage with Object First

Introduction & Executive Summary

DataServ is a US-based full-service IT provider offering comprehensive managed services spanning cloud compute, security services, access controls, video surveillance, and much more to businesses across multiple industries.

With the threat of ransomware continuing to rise—and customer data security paramount—DataServ needed a backup storage solution in their own datacenter that could deliver absolute immutability without compromising performance or operational simplicity.

Partnering with Object First enabled DataServ to achieve these goals and more: by implementing Ootbi (Out-of-the-Box Immutability), DataServ not only secured customer data against cyber threats, they also cut backup times in half.

Discovery & Onboarding

DataServ was introduced to Object First in mid-2022 through a solutions engineer who had previously supported DataServ and knew their environment and business well— and had since joined Object First.

At the time, DataServ was already reviewing immutable solutions, having witnessed firsthand how ransomware attacks compromise customer data. The timing was perfect to bring Object First into their evaluation process.

Bob Evans, Senior Cloud Engineer at DataServ, explains: "The trust factor was not an issue, because Object First knew our business and environment very well. After my first conversations with them, I knew this would be something we needed to bring to market."

The actual deployment process exceeded all expectations. Despite Evans being skeptical of Object First's claim of "Box to Backup in 15 minutes," Evans found the reality actually surpassed the promise. **"The time from opening to online was 35 minutes, and the only issue we hit—and it's funny—is it took us longer to locate the IP from our DHCP server than it did to set it up."**

The Partnership

As well as adopting Ootbi to protect customers' data in their own datacenter, DataServ now also recommend Ootbi to customers seeking on-prem backups. Their partnership with Object First continued to strengthen, thanks in no small part to the expertise and support provided by the account team.

Evans notes: **"What can I say about our Object First team that I have not said to them already? Well, I would have to say they're awesome. This team is an example of what account management truly looks like—and it really shows with their desire to help us grow the relationship."**

Key partnership benefits included:

- **Expert guidance and support:** The Object First team provide comprehensive assistance with setup, training, and ongoing optimization of installations
- **Comprehensive partner resources:** Access to marketing tools and training materials through the partner portal simplified onboarding and growth
- **24/7 technical support:** Round-the-clock availability ensure minimal disruption to operations
- **Revenue growth opportunities:** The partner program has opened new revenue streams and market opportunities

Technical support in particular really impressed DataServ, with Evans underlining: **"We really wanted a solution that just ran with minimal support from our support staff— and if we do require help, we know it's just an email away—24/7/365."**

Business Impact

DataServ's collaboration with Object First delivered immediate and measurable results across performance, security, and operational efficiency in their own datacenter.

Performance Improvements:

- **300% faster** backups in some cases
- **30–40% reduction in backup times** across all backup jobs
- **Backup speeds exceeding 1 GB/s—** significantly faster than their previous solution
- **2-3x faster Veeam Instant Recovery** on the Ootbi appliance
- **Single unit handling the workload of 6 disk shelves** (expansion enclosures) from their previous solution

Enhanced Security

- No user access to the OS layer
- Extremely small network attack surface (only 6 TCP/UDP ports)
- Absolute Immutability ensuring data cannot be deleted even with compromised credentials

Operational Efficiency:

- Solution requires minimal intervention, offering the team more time to focus on critical projects and R&D initiatives

Conclusion

What began as a search for better in-house backup security has evolved into a transformation of DataServ's entire service offering. Object First's Ootbi solution not only delivered on its promises but exceeded expectations, providing DataServ with the performance, security, and simplicity they needed to better serve their customers.

Partnership with Object First has also positioned DataServ as a more competitive player in the managed services market due to its ability to offer immutable backup security and dramatically improved performance.

Evans concludes: **"If someone has Veeam and doesn't yet have an immutable backup solution—or even if they are using another immutable solution—I would encourage you to take a look at Object First. In my experience and research, it is well worth the price for that simple peace of mind."**