



# How Object First helped GOTO boost its security offering—and build future sales pipeline

## Introduction & Executive Summary

GOTO is a Cloud Infrastructure Solutions provider with 15 employees based in Paris, France. The company prides itself on working as an extension of its customers' business, providing the highest possible standard of technical know-how.

Setting out on a project to upgrade its existing object storage environments, GOTO viewed data security as the most critical priority.

Partnering with Object First has enabled GOTO to address this priority directly. Object First's secure, simple, powerful backup storage solution not only helps GOTO keep customer data safe from threats like ransomware, it's also boosting the organization's competitiveness in the crowded Managed Services market.

## Discovery & Onboarding

GOTO first discovered Object First through a simple internet search. According to Pierre Lefebvre, CEO at GOTO, the business was in the process of launching a project to upgrade its object environments—and Object First clearly stood out among the pack.

***"The 'security-by-design' aspect was the most significant factor of Object First. As a business, we need to maintain a high level of security—and that includes not just the data we store, but also everything around system management."***

After deciding to partner with Object First, GOTO was equally impressed by the simplicity of installing and running the Ootbi (Out-of-the-Box Immutability) appliance. Thibault Huguët, CTO at GOTO, notes:

***"The ease of deployment was striking—especially when you consider the significant difference in effort required compared with our previous solutions to achieve the same level of security and performance."***

Pierre confirms:

***"The direct impact was being able to integrate Object First into our portfolio of offerings faster than any other solution."***



"Not having to wonder whether the implementation of a solution will go smoothly or not is a real luxury, especially when that solution means finally being able to secure your data."

**Pierre Lefebvre**  
CEO, GOTO



 Company:  
**GOTO**

 Industry:  
**Reseller**

 Country:  
**France**

 Solution:  
**Object First**



## The Partnership

G0T0 has benefited from its partnership with Object First in numerous ways.

Pierre particularly appreciated the range of partner assets on offer—including bespoke trainings—as well as a transparent approach to pricing and the overall sales process:

***“The partnership levels, the pricing structure, training, the partner portal—everything is clear, well defined, and easy to access [...] A relationship built on transparency always has a better future. And that is clearly one of the foundations of Object First’s partnership program.”***

Pierre sees this assistance from Object First as instrumental in helping G0T0 grow:

***“Being able to receive real support in sales and marketing development is essential. Object First has made all of its resources available to us to build and boost our sales pipeline”***

## Business Impact

While the partnership with Object First is still in its early days, G0T0 has already seen a strong response to its new offering from customers across a range of different industries:

***“The first quarter of collaboration shows great potential for development, with a high level of interest among our customers and prospects,” notes Pierre. “We see demand in all sectors of activity.”***

Part of this comes down to the ease of implementation, which both Pierre and Thibaut highlight as fast, easy, and reassuring for customers.

However, Thibaut sees the greatest strength as the incorporation of advanced security features like immutability, which ensures that customer backup data remains safe even in incidents like ransomware attacks:

***“Other competitors boast that security has been taken into account in their design—but their “hardware-agnostic” business models introduce major security weaknesses into their solutions. Object First has chosen to take responsibility for overall security, including hardware security, and thus provides a secure product by design, from end to end.”***

## Conclusion

Thanks to Object First, what started as a simple upgrade project has emerged as an opportunity for G0T0 to significantly strengthen its product offering and its position in the market.

Advanced security features like immutability—as well as extensive sales and marketing support—have enabled G0T0 to not only ensure the security of its customers’ data but also hone the business’ competitive offering and generate real sales pipeline for the future.