

# Proactive Technologies Bundles Retrospect Backup with Hardware for Print Vertical Market

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Tawni Bennett  
Executive Management  
Proactive Technologies

## BUSINESS BACKGROUND

With over 4,000 customers, Proactive Technologies is located in Dallas, Texas and offers purpose-built computing solutions for the printing vertical, including custom servers and workstations, software bundles, and even exclusive hardware builds.

Printers choose Proactive Technologies because they understand the industry and know their machines are the infrastructure that digital printers build their businesses on.

Tawni Bennett is Executive Management for Proactive Technologies, and Archie Martin is in Sales. Bennett has been with the company since its inception in 2000. Martin has been with it for over a decade.

## BUNDLED SOLUTION

Retrospect Backup provides an easy-to-use backup solution that Proactive Technologies can bundle with a larger package.

"Our product is a small piece of the entire sales package, such as output devices like printers. It might be a leasing contract. It might cover consumable product like paper. We've included Retrospect with our solution for ten years now," said Bennett.

Proactive Technologies's solutions varies by the client and can include

## Industry

Print

## Environment

- Variety of custom computers and hardware

## Key Challenges

- Small team
- Large client base
- Mixed platforms

## Solution

- Retrospect Backup
- Retrospect Partner Program

## Key Benefits

- Reliable backup solution
- Cross-platform OS support
- Flexible licensing
- Stellar Sales and Support team

## CASE STUDY

mixed environments with Windows and Mac computers. Retrospect Backup handles all major platforms with an extensive feature set for backup, archival, or duplication.

"Retrospect allows data on disparate systems to be pushed and pulled, from across the parking lot to across the country," said Bennett.

"Customers realize they have never addressed archiving and disaster recovery. It's powerful, and it's easy. We sell installation as well to include auditing their system."

Proactive Technologies also uses Retrospect internally. "We had neighbor whose pipes burst. We have pictures of the entire office flooded in a foot of water. We just had to replace the hardware and then restore with Retrospect, and we were back," said Bennett.

### SALES AND SUPPORT TEAM

Proactive Technologies relies on the Retrospect Sales and Support teams to help customers. "If every one of our vendors were like Retrospect, the world would be a much better place," added Bennett. "The Retrospect team is stellar. It's a smooth process. We love partnering with them."

"We are very customer-service oriented here. Retrospect's business model is the same as ours, which works for us," said Martin.

### RICH PARTNER TOOLKIT

Retrospect provides partners with a rich toolkit for their

clients, including the Partner Portal--a complete list of their customers and all associated licenses along with support renewal dates.

"I love it. It helps us go back and find old customers. It brings in incremental sales. That is one of the best software tools I've seen in a long time," said Bennett. "Not only is it easy to use, it also helped bring about the sales. I'm not a technician, but I can use that. It gives me credibility to go back to the customer."

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### ABOUT RETROSPECT

Protecting 100 Petabytes in over 500,000 homes and businesses in over 100 countries, Retrospect is dedicated to providing reliable backup and recovery tools for professionals and small-to-midsize businesses with Retrospect Backup and Retrospect Virtual, covering physical servers and endpoints, virtual environments, and business applications. With three decades of field-tested expertise, Retrospect meets the needs of organizations that require the highest level of recoverability.

The Retrospect Partner Program allows resellers and managed service providers to deliver complete data protection to their clients with better training, better tools, and generous margin. Our website features a thousand partners from around the world.

Retrospect is a proud member of the StorCentric family of brands.

[www.retrospect.com](http://www.retrospect.com)