

DNA Solutions Delivers Superior Cloud Strategy with 11:11 Systems



Challenges:

- Avoiding vendor lock-in
- Ensuring secure and reliable access to data
- Managing internal cloud backup costs
- Adhering to strict industry regulations and standards
- Lacking a trusted, like-minded partner
- Facing the constant threat of ransomware

Solution:

- 11:11 Cloud Backup for Veeam Cloud Connect
- 11:11 Cloud Backup for Microsoft 365

Benefits:

- Veeam-compatible solution
- Simplicity in day-to-day management
- Cost savings
- Predictive billing
- Flexibility for future growth
- Multi-layered data protection
- World-class support team

Profile:

- Industry: IT solutions and staffing
- Size: SMB

Client Profile

DNA Solutions (DNA) is a managed services provider (MSP) specializing in enterprise solutions addressing complex IT challenges. Founded by engineers, the company has built a model to deliver expert teams of IT professionals for less than the cost of a single in-house IT employee, delivering exceptional value and flexibility with cost-effective contracting options tailored to fit clients' budgets and environments. DNA has become the ideal partner for businesses that require robust IT support without the expense of a full-time IT staff.

Building Trust and Sustaining Partnerships

While Scott Brewster always had a knack for technology — a self-described “hacker at birth” — he never expected to have a career in IT. But after spending a decade as an intelligence analyst for the U.S. Army and another 10+ years supporting the intelligence community as a project manager, analyst, and solutions architect, Brewster wanted a change of scenery.

Unsurprisingly, Brewster's military service, intelligence background, and proficiency with technologies like Microsoft SharePoint and 365 made him the ideal IT executive. In fact, not long after bringing his considerable skill set to the private sector, Brewster was offered the role of Chief Technology Officer (CTO) at DNA Solutions. It was an opportunity as unique as his IT journey up until that point, one that began as a simple freelance migration gig and, after only a few months on the job, ended in an offer to join the c-suite full time.

It was clear that Brewster not only displayed a firm grasp of the modern IT landscape, especially security solutions and best practices, but also possessed a wealth of experience working in high-pressure situations and for high-value clients. In many ways, he was built for life at the helm of a Managed Services Provider (MSP) like DNA—a role that requires the ability to grow and sustain trust with a wide variety of customers as well as the know-how to vet potential vendors and empower successful partnerships.

Partnerships like the one DNA has with 11:11 Systems, for example. A longtime DNA partner, 11:11 still had to prove its value to Brewster, who, of course, evaluated it with the rigor of someone with his robust IT experience, expertise, and well-honed intuition. Over the last year, however, Brewster has come to truly trust 11:11, relying on its solutions and support teams to deliver the dependability, flexibility, security, and cost predictability his customers require.

"11:11 Systems has helped us to transform our clients' IT operations, providing us with the flexibility and security we need to grow our business," Brewster said. "Their expertise and support have been invaluable."

Managed Services Support

In 2020, DNA boosted its managed services strength with the acquisition of a competitive MSP. The integration broadened its offerings and improved its ability to handle surge work critical to its clients' unusual requirements. Relationships with state contractors enabled DNA to strengthen its position by expanding its professional services availability during weekends and evenings.

DNA also leveraged new opportunities to set its model apart through bold alliances. Recognizing a unique synergy between HVAC and IT customer needs, it forged a partnership

with a company in the commercial HVAC industry, quickly gaining access to address the underserved niche market.

By simplifying high-level staffing, either supplementing existing IT teams or acting as a full IT department, the DNA team is lean and agile, supporting approximately 900 end users across 60 companies that trust the company to fully support their managed services operations. Its client base is diverse, spanning from a government agency also serviced by 11:11 Systems, to regional banks, several large unions, and numerous non-profit organizations specialized in substance abuse, mental health, and disabilities.

After stepping in as DNA's CTO in June 2023, Brewster took over the company's long-lasting relationship with 11:11. Reflecting on the transition, he noted, "Everything just works. It is stable—I wouldn't change a thing."

Based on his prior experience with VMware Edge Cloud Orchestrator (VECO), Brewster found 11:11's Veeam solutions a perfect fit, straightforward and user-friendly.

"Whenever I've needed to submit a ticket—which would be a rare event—issues are resolved immediately and professionally," he said. "For instance, if a machine wouldn't reboot, 11:11 Systems would force it on the backend and reset it promptly. On the few occasions where Windows became corrupted, we easily recovered everything using 11:11 Cloud Backup for Veeam Cloud Connect."

"11:11 Systems has played a pivotal role in helping DNA Solutions enhance its service offerings while ensuring cost-effective and reliable cloud solutions for its clients.

What I've liked most about 11:11 Systems is that we can provide clients with predictable, flat-rate billing, avoiding cost fluctuations often associated with other cloud providers for things such as data transfers. Knowing what my customers are going to be billed in advance three or six months from now is a very good thing for them and us."

Scott Brewster
CTO, DNA Solutions

Reliable Stability and Flexibility

A managed infrastructure solutions provider, 11:11 Systems empowers its customers and partners to modernize, protect, and manage mission-critical applications and data. 11:11's award-winning suite of solutions and services—particularly its resilient cloud platform—ensures that customer applications and data are always running, accessible, and protected. 11:11 also delivers increased performance and savings, which in turn frees up IT resources so organizations can better focus on their core business.

Today, Brewster and DNA rely on the 11:11 Cloud to support a wide range of customer needs, whether it be managing Microsoft 365, Active Directory, remote desktop servers, or cloud-based applications.

"I've never encountered issues when connecting VPN tunnels between customers' offices and the 11:11 Cloud platform," he noted. "The environment has been incredibly stable and reliable."

Brewster also recalls a notable instance where a financial services client was acquired by a venture capital firm. During their integration, 11:11 played a crucial role in upgrading and integrating the client's systems with the new parent company's infrastructure. It ensured a smooth and seamless post-merger integration.

"The stability of 11:11 Systems' environment and the predictability of its billing have been game-changers for both our clients and us," Brewster said. "We've avoided unexpected costs and complex migrations, which provides invaluable peace of mind, for us and our customers."

The flexibility offered by 11:11 continues to be instrumental for DNA to quickly adapt to evolving business demands and easily migrate data without being locked into a single vendor's ecosystem.

Security in the Digital Age

Protecting client data and applications from potential threats is a top priority for DNA. Implementation of multi-layered security measures continues to grow, and 11:11 plays a crucial role in ensuring the strength of this consistent effort by providing robust security solutions that reduce the risk of data breaches and cyber threats.

Brewster, of course, brought his experience from his extensive career as an intelligence analyst in the Army, where he traveled around the world and worked with numerous government agencies, including the Criminal Investigation Division (CID), NATO, and others.

He fully understands the critical importance of meeting the highest standards in security and compliance. "11:11 Systems' security credentials and certifications have been instrumental in helping our business maintain the necessary certifications we require," said Brewster. "Many other cloud providers simply don't offer the same level of scope and protection as 11:11 Systems."



THE RESILIENT CLOUD PLATFORM



MODERNIZE



PROTECT



MANAGE