

High Point Networks Finds Trusted, Growth-Promoting Partner in 11:11 Systems



Challenges:

- Rapid customer growth, creating challenges in scaling infrastructure
- Increasing regulatory compliance requirements (HIPAA, SOC 2)
- Limited internal capacity to handle expanding data storage needs
- Lack of predictability in cloud costs

Solutions:

- 11:11 Cloud
- 11:11 DRaaS for Zerto
- 11:11 DRaaS for Veeam
- 11:11 Cloud Object Storage
- Veeam licensing

Benefits:

- Flexible and scalable off-site backup
- Compliance with evolving regulations (HIPAA, SOC 2)
- Predictable costs due to a flat-fee pricing model, avoiding fluctuating ingress/egress fees
- World-class, partnership-focused support
- Proactive and flexible in addressing unique client needs and business requirements

Profile:

- Industry: IT services
- Size: 200+ employees

Client Profile

For over 20 years, [High Point Networks](#) (High Point) has been a trusted IT services provider specializing in communications, infrastructure, data center solutions, and security for mid-market companies. Dedicated to becoming the country's most trusted IT business partner—where every interaction leads to a referral—the High Point team is able to help clients solve complex IT challenges and fill any possible gaps in in-house expertise or resources. Its suite of equipment, managed services, and SMART solutions encompass everything from communications and infrastructure to data centers and security. For more information, visit [highpointnetworks.com](#).

Good Problems Are Still Problems

Change can be predictably unpredictable and inherently unnerving, but it is also a potent catalyst for growth. This is particularly true in business. Typically, the most successful organizations are able to navigate and adapt to change in ways that spur growth. While others, out of a desire to grow, proactively seek out and enact the change necessary to achieve their goals. High Point is uniquely adept at doing both.

"We understand that in IT, it's not 'if' things go wrong, it's 'when' things go wrong," said Brandon Conkins, director of managed services at High Point. "We pride ourselves in how we show up for our customers when things go wrong."

For over 20 years, High Point has thrived as a Managed Services Provider (MSP), prioritizing real-life IT problem solving and customer satisfaction over simple-solution selling. In the beginning, that involved supplying general IT support and services. However, over the decades, the depth and breadth of the company's reach has expanded to include just about anything—including equipment and managed solutions—that might benefit a customer's network, data center, phone system, or endpoints.

Recently, the all-too-familiar winds of change and growth began to swirl and gust in the company's direction once again.

With the High Point and its data management needs growing at a rapid pace, the company's IT leaders, including Conkins and NOC Manager Caleb Scansen, decided it was time to reevaluate their internal data storage and backup capabilities.

"The initial catalyst for change was the fact that we were struggling to deliver the quality and volume of storage that we required. We were trying to host everything internally, which meant having to buy additional hardware and devote a lot more time to maintaining that infrastructure. It was becoming unwieldy," said Scansen.

"With our client base growing so fast, our ability to scale became a big issue. That's a good problem to have, certainly. But a problem nonetheless."

A Mutually-Beneficial Partnership

Both Scansen and Conkins agreed that this was not the type of whirlwind the company should face alone. A change was required for growth to continue.

The pair decided that the best course of action was to outsource both High Point's own internal backups as well as its service delivery backups, ultimately partnering with 11:11 Systems for object storage in the cloud.

"We know what we're good at. And managing and maintaining a hosted data center just wasn't really in our wheelhouse at that point," said Conkins. "We understood the additional internal resources and skill sets something like that would require, especially given our high standards."

But that was just the beginning. After having such a positive initial experience with 11:11 Cloud Object Storage, High Point soon expanded its suite of 11:11 offerings to include Infrastructure as a Service (IaaS), Disaster Recovery as a Service (DRaaS), including 11:11 DRaaS for Zerto and 11:11 DRaaS for Veeam, and Veeam licensing.

"Once we transitioned to 11:11 Cloud Object Storage and found success with it, our offsite backup storage numbers really took off. I think we're currently storing over 1.6 petabytes of data with 11:11, which represents some pretty dramatic growth," said Scansen. "Given our early success with object storage and our own expanding needs, we then felt confident enough to expand our partnership and leverage additional 11:11 solutions, like IaaS and DRaaS. We've continued to see steady growth in our customer base and the consumption of those 11:11 services."



"We recognized our need to find a good, trusted partner—a partner like 11:11 Systems. Not only was 11:11 able to meet our needs, practically speaking, but everyone we've spoken to, from our initial meeting until now, has been the type of person you genuinely want to work with. It's a company filled with good people with hard-working values—the sort of values we hold in high esteem within our own walls."

**Brandon Conkins, Director of Managed Services
at High Point Networks**

Cloud Costs Made Simple

Despite the consistent and ongoing rise of cloud adoption, many IT administrators struggle to successfully manage the costs associated with it.

Pricing models and hidden fees vary from provider to provider, making the true cost of cloud services difficult to understand and, more importantly, predict.

Conkins, Scansen, and the rest of the High Point team are all too familiar with these cloud cost-related headaches. As a veteran MSP built for the cloud era, many of the company's solutions are designed to leverage the security and flexibility of the public cloud.

However, this means that in order to guarantee fair and predictable pricing to its customers, High Point needed to receive the same guarantee from its own cloud service provider. A feat that, as Conkins and Scansen can both attest, is easier said than done.

"One of the things that made it really easy to work with 11:11 Systems and sell its solutions was the pricing model. It's just a single flat fee," said Scansen.

"These days, all of the big players want to charge additional ingress, egress, or minimum retention fees, which can be nearly impossible to predict month to month."

However, thanks to 11:11's straightforward, flat-fee pricing model, High Point can not only save itself from the high upfront costs of purchasing physical storage hardware and the hidden fees associated with large public cloud providers, but it can also offer the same benefit to its own clients.

According to Conkins, it's a differentiator that has improved the company's long-term financial planning, along with overall client satisfaction.

"The more predictable our costs are upstream, the more predictable our pricing can be downstream. With 11:11, everything is straightforward. It's really easy for our sales teams and predictable for our customers," said Conkins.

"If we were to get a significant, one-off ingress or egress bill, we'd unfortunately have to reconcile that cost by passing it on to the customer. So having that stable, predictable monthly cost is huge."



Security-Focused Solutions

As the volume of data increases worldwide, so does its value. Just think about all the important information that now lives in virtualized environments: medical records, financial statements, confidential employee information, classified government documents, pictures of pets, and the list goes on. Unfortunately, as the volume and value of our data continues to grow, so will attempts to steal and compromise it.

“The statistics are always changing, but the last I heard I think there’s a ransomware attack every 12 seconds. There’s no doubt cybercrime, like ransomware, is on the rise,” said Scansen. “We have an incident response team and we’ve been called on a number of occasions where the threat actors have gone directly after customer backups. It’s a scary situation for them.”

As an IT services provider, High Point lives and breathes this reality. Founded to help solve customer challenges, data protection and data loss among them, High Point offers a wide range of security-focused solutions—some of which are now directly connected to or stored on the 11:11 Cloud.

This begs an important question: What does it take for a security-focused company to trust another with its clients’ mission-critical data? The answer, according to Conkins, is not strictly about innovative technology or particular safety protocols—but people.

“For me, it all begins with the great people that we’ve worked with at 11:11. Our partnership is more relationship based than you’d get with some of those big players,” said Scansen. “We can see how much effort 11:11 puts into making sure we are getting the resources we need. Any issues or pain points we experience are either quickly dealt with or elevated to someone who could help mitigate them. That is massive for us and the longevity of our partnership.”

Just like High Point, security is a critical pillar in 11:11’s DNA. As internal and external threats evolve, so too will 11:11’s multilayered approach to data protection.

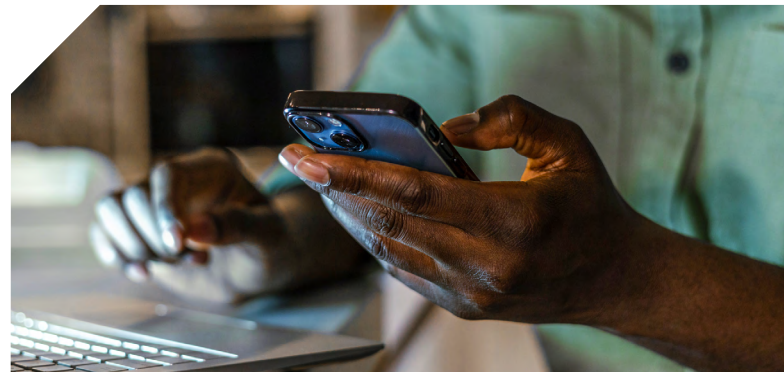
For example, the 11:11 Cloud includes managed, purpose-selected security across all services, which is directly integrated into the 11:11 Cloud Console for ease of use, transparency, and control.

With the comprehensive data security, immutability, and fast data restoration capabilities of 11:11 DRaaS and Object Storage, High Point customers can prevent and defend against ransomware attacks, while also ensuring critical HIPAA and SOC 2 compliance.

Additionally, 11:11 incorporates encryption at rest and in transit, providing additional layers of security to protect sensitive data. Immutable backups create an air-gapped-like environment, ensuring that once the data is backed up it cannot be modified, even by ransomware.

“Malicious actors certainly aren’t getting less active. In fact, they’re becoming more brazen and their attacks more rampant. So, employing a solid backup strategy with immutability and being able to test that as an insurance policy is a huge win,” said Scansen.

“Time after time, we’ve seen backups get destroyed or corrupted by attacks. It’s really reinforced our decision to prioritize immutable backups through 11:11. Based on what we’ve seen, it was the right decision.”



THE RESILIENT CLOUD PLATFORM



MODERNIZE



PROTECT



MANAGE