



# Cloud Services help Muhlenkamp & Company focus on financial growth for their clients.



## SOLUTION: DRaaS

Muhlenkamp & Company has a vision of helping their clients build and maintain financial freedom. With this in mind, they turned to iland, now 11:11 Systems, to protect their business systems with secure, compliant and cost-effective cloud-based disaster recovery.

### Client Profile

A family-owned and operated business, Muhlenkamp & Company specialize in personalized investment management, delivering expert investment advice and services to clients across the US. The company has a reputation for discipline, independence and a rational approach to investing that has enabled them to gain the trust of their clients.

### The Search for a DR Solution

Rich Dean, Operations and IT Manager at Muhlenkamp, recognizes the importance of having a reliable disaster recovery solution in place to protect the business. And, it didn't make sense to invest in buying local storage and hardware that required management so a cloud-based DR solution was clearly the way to go. However, with a limited IT budget and a lean IT team, Dean needed a cloud-based DR solution that could meet his requirements for cost-effectiveness and ease of management.

"While Disaster Recovery is one of my IT priorities, I don't have the time to constantly monitor and manage a DR solution," Dean said. "I need a reliable DR solution that works in the background, that I don't have to fiddle with all the time and that enables me to sleep well at night."

After a false start with another DR vendor that was unable to deliver the reliability, visibility and ease of testing he needed, Dean went out to the market to investigate other solutions. He discovered the 11:11 DRaaS solution from a simple internet search and was immediately impressed with the simplicity of the solution and the responsiveness of the [11:11] sales, support and solution architects teams he engaged with.

### CHALLENGES:

- Needed a reliable, cloud-based DR solution that met aggressive RPOs
- Limited budget and IT resources for management
- Must comply with industry regulations – FINRA and SEC

### SOLUTION:

- 11:11 DRaaS for Zerto

### BENEFITS:

- Ease of management and visibility through the 11:11 console
- On-demand, simplified testing ensures compliance
- Flexible pricing drives a cost-effective DR solution
- Recovery Point Objectives of less than a minute

### PROFILE:

- Size: SME
- Industry: Financial Services
- Head Office: Pennsylvania, USA

“The [11:11] DR solution provides the ease of testing, visibility and cost-effectiveness that we need. The biggest thing, though, is that I don’t have to worry about it – I know that [11:11] DRaaS is working in the background, protecting our business.”

**Rich Dean, Operations and IT Manager**

## Simplified DR Drives Performance

Dean was familiar with the Zerto solution and sought a cloud provider that could offer Zerto DRaaS with the security, support, visibility and management he needed. A demo showing the ease of replicating virtual machines at the hypervisor level with Zerto over to the [11:11] Cloud impressed him. What really drove his decision, though, was the [11:11] Console which provided the capability to manage and monitor his DR solution at any time. Previously, he’d had no visibility into whether the replication was ready or not and there was a manual process of transferring data. With the [11:11] Console, the configuration, monitoring and failover management of his virtual machines is available at the touch of a button – and email alerts avoid the requirement for constant checking.

“We were under time pressure as our previous DR solution wasn’t working so the responsiveness and expertise of [11:11] was a great relief – from sales to support to engineering – the process was fast and professional,” Dean said.

## Efficiency and Flexibility Drives Cost-effectiveness

Dean found the installation and setup of the system surprisingly simple and fast – in less than an hour after implementation, a fully functioning replication system was ready and operational. And, [11:11]’s simple, three-part pricing model makes it easy to predict DR costs and keeps the overall cost of the solution to a minimum.

## Ease of Testing Helps Ensure Compliance

Being in the Financial Services industry, compliance to industry regulations including the Financial Industry Regulatory Authority (FINRA) and the Securities and Exchange Commission (SEC) is essential. Muhlenkamp needs to be able to show auditors that DR testing is successful and prove that they have a reliable DR solution in place. The testing capabilities of the 11:11 DRaaS solution have made this compliance task much easier. Through the 11:11 console, Dean has been able to successfully perform non-intrusive DR testing without all of the trouble-shooting and manual processes that were required with the previous DR solution.

## Results Speak for Themselves

Muhlenkamp has been able to achieve Recovery Point Objectives (RPOs) of less than a minute – much better than the previous best-case scenario of six hours. Muhlenkamp now has a geographically diverse DRaaS solution protecting their business that they can rely on – giving them more freedom to focus on generating wealth for their clients.

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