



How KeyInfo successfully expanded into cloud services with Predatar.

Predatar's versatility enabled major IT company in South-Western USA to serve its clients' evolving and varied requirements with a new range of cloud managed services.

KeyInfo has:

- Helped meet growing demand for cloud services
- Gained new clients
- Significantly strengthened business relationships
- Made backup and recovery easier and safer
- Become more flexible in its offerings
- Built a platform for further expansion

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Predatar is critically important and will be a core value of our future business

Lief Morin, President and CEO
KeyInfo

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Introducing KeyInfo

Dedicated to the highest quality service and long-term client partnerships, US-based Key Information Systems (KeyInfo™) has developed into a hybrid cloud company from its origins 18 years ago as an organisation almost entirely focused on resale.

With offices in California and Arizona and 75 staff, KeyInfo operates across 43 states and is a major force right across the South-West of the country. Its broad client base runs from small-to-midsize businesses all the way up to enterprise-level companies and is strongly established in retail, manufacturing, distribution, healthcare, finance and government.

A dramatic expansion into cloud and managed services from a strong base in resale

Traditionally, KeyInfo's solutions have been infrastructure-related, based on resale and professional services. It has longstanding and wide-ranging expertise in solutions built on IBM Tivoli Storage Manager and its successor, IBM Spectrum Protect. The company implements and secures technology solutions that make clients more competitive and deliver long-term business value. It expertly combines advanced technology services with the industry-leading products and resources of IBM, HPE, Cisco and other select partners.

However, as cloud-adoption emerged as a fast-developing trend and demand increased for IT on a managed services basis, the company embarked on what CEO Lief Morin calls a "dramatic" new cloud strategy, moving towards the creation of KeyCloud™, its enterprise-grade, cloud-hosting offering.

This journey into cloud managed services accelerated with an important acquisition in 2013 and then ran into a significant challenge. As a provider of managed cloud services that included backup and recovery with IBM Spectrum Protect, KeyInfo needed to offer clients a genuinely user-friendly interface, otherwise take-up would be severely jeopardised.

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We wanted to run a multi-tenant cloud service, and Spectrum Protect was not multi-tenant, nor was it particularly easy for clients to use, being command-line driven, with industrial-strength architecture designed for large enterprise-type, heterogeneous environments. That makes it complex and difficult when trying to deliver a solution into the mid-market

Lief Morin, President and CEO
KeyInfo

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He said what KeyInfo needed was a clean, user-friendly, multi-tenanted, front-end architecture for Spectrum Protect.

Predatar is the versatile solution

This was where Predatar came in. After assessing the alternatives, KeyInfo realised Predatar was by the far the most effective and adaptable solution. It began offering Predatar to clients 18 months ago, covering disaster recovery, backup-and-recovery and all the sophisticated management and monitoring required to optimise performance.

Clients are given the option of managing their own backup and recovery through Predatar, or having KeyInfo manage it for them.

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There is a vast range of client desires in the marketplace, some clients are, for instance, bound by regulation to retain control of their data. We're happy to put workloads wherever is most appropriate and to manage that environment. Being a hybrid cloud company we provide solutions on-premises, in our cloud, in the hyperscale cloud - wherever is best for the client.

Lief Morin, President and CEO
KeyInfo

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Predatar brings high-level functionality, simplicity and ease of use to what is often regarded as a chore with little upside, said Morin.

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Backup and recovery sucks. Nobody wants to do it and it is a cost-centre. And if you get it wrong, you get fired. If your CEO loses his laptop or your organisation is hit by ransomware, you need to know you have your backup available. The combination of Spectrum Protect and Predatar makes that possible.

Lief Morin, President and CEO
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Morin added:

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Predatar was a really great solution to the challenge we saw with the delivery of data protection services at scale. The front-end interface of Predatar is gorgeous and intuitive, allowing us and our clients to identify challenges with their backups immediately and to navigate and provide resolution. It also enables integrated recording and billing through a single pane of glass.

Lief Morin, President and CEO
KeyInfo

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Completing the journey from resale company to tech company

Although resale is still fundamental to KeyInfo, managed services are becoming an ever-larger percentage of the company's margin, with Predatar powering the company's transformation from being transaction-driven into one enjoying regular monthly revenues.

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We were a resale company and now we are a tech company, with a very different feel for what we were and are.

Lief Morin, President and CEO
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The culture of Predatar has also been highly important to KeyInfo, as both companies share a relentless focus on customer-service, delivery and importantly – the innovation from which new services evolve. Morin sums up how he sees the relationship:

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