

Tec-Refresh Leverages Rubrik-as-a-Service to Unlock New Revenue Streams from Greenfield Opportunities

tecrefresh

INDUSTRY

Service Delivery Partners

RESULTS

- New revenue streams generated from monetization of “as-a-service” solutions
- Revenue expansion into smaller and mid-tier organizations with pay-as-you-go consumption
- End-to-end automated workflows powered by Rubrik’s cloud and vRealize Automation API integrations
- Improved security and compliance for regulated customers
- Reduced RPOs from 24 to 4 hours
- Reduced RTOs from 4 hours to 5 minutes

THE CHALLENGE

- Limitation of legacy solutions to support “as-a-service” solutions
- Inability to serve cost-sensitive, small businesses
- Lack of support for customers transitioning to the cloud
- Manual backup and recovery process

THE SOLUTION

- Secure Rubrik-as-a-service solution for existing and greenfield customers, including SMBs and regulated businesses

Headquartered in California, Tec-Refresh is a full-service IT solutions provider that offers cyber security, advisory and infrastructure technology services to customers nationwide. Tec-Refresh delivers a broad spectrum of Tec-Solutions-as-a-service offerings, including backup, disaster recovery and archival services. Through its service delivery model, Tec-Refresh provides a service-oriented experience to customers across a wide range of verticals, such as financial services, healthcare, SLED and manufacturing.

RUBRIK ENABLES TEC-REFRESH TO UNLOCK NEW REVENUE STREAMS THROUGH MONETIZING “AS-A-SERVICE” SOLUTIONS

Prior to deploying Rubrik, Tec-Refresh operated on a legacy backup solution that made it extremely complex to provide “as-a-service” offerings, which limited Tec-Refresh’s capability to deliver managed services. “Rubrik’s service provider offering took away the complexity of our legacy solution and was a natural fit for Tec-Solutions-as-a-service. This allowed us to monetize our “as-a-service” solution and thereby tap into new opportunities,” said Efreem Gonzales, CEO at Tec-Refresh. “We are now able to unlock new revenue streams from existing customers by servicing them with Rubrik. Our vision is to operate a service delivery model across all core areas of our business, and Rubrik helps us achieve that.”

Leveraging Rubrik’s MSP consumption program, Tec-Refresh has extended their reach to small and medium-sized businesses. “With our previous legacy solution, we were only able to serve enterprise customers. With Rubrik’s consumption program, smaller and mid-tier organizations who are unable to make a significant upfront capital investment can now experience enterprise-type features and functionality,” said Miguel Martinez, Solutions Architect at Tec-Refresh. “Businesses recognize that we deliver tremendous value with Rubrik’s MSP model because it aligns with theirs. This has helped us strengthen relationships with our customers, and we expect to see hyper-growth as a result of our investment and adoption of Rubrik.”

TEC-REFRESH LEVERAGES RUBRIK’S CLOUD AND vREALIZE AUTOMATION API INTEGRATIONS TO AUTOMATE END-TO-END WORKFLOWS

As many of Tec-Refresh’s customers shift to the cloud, Rubrik’s RESTful APIs allow them to securely transition their workflows to AWS and Azure. “Rubrik exposes a lot of backend APIs that enable us to automate end-to-end workflows. The most common API use case for our customers involves leveraging Rubrik to age out tape and push workloads to the cloud for disaster recovery and test/dev,” said Martinez.

“Some of our customers have automated the instantiation feature to spin up backups in the cloud. By saving on compute costs and leveraging cloud to shrink data center footprints, our customers are able to realize 50-75% reduction in TCO.”

In addition to utilizing cloud APIs, Tec-Refresh plans to integrate Rubrik within its vRealize Automation catalogue. Rubrik enables file-level recovery and SLA protection policies to be automated through vRO/vRA. “Looking forward, as our scripts become increasingly complex, we plan to leverage Rubrik’s integration with vRA to establish a customer-facing portal,” said Martinez. “Through this portal, our customers can create their own policies and perform one-click self-service instant recovery. This saves them the trouble of having to open up a ticket and request manual work from an engineer.”

TEC-REFRESH DELIVERS ENHANCED SOLUTIONS TO REGULATED CUSTOMERS WITH RUBRIK’S SECURITY CAPABILITIES

A large proportion of Tec-Refresh’s customers operate in regulated industries and thereby have stringent retention policy requirements. “Not only does Rubrik help accelerate HIPAA and PCI compliance for our healthcare and financial services customers, their integration with Azure and AWS Government Cloud also give our SLED customers peace of mind,” said Cory Holmes, Technical Account Manager at Tec-Refresh. “The security of end-to-end encryption both in-transit and at-rest makes data management for ourselves and our customers less error-prone and more verified.”

Other benefits include:

- **Flexibility and security with multi-tenancy:** “Rubrik’s multi-tenancy features allow us to securely divide our environment into multiple organizations, which gives us flexibility in managing customers. Some of our customers are more hands-on, while some prefer Tec-Refresh to manage on their behalf. With Rubrik, we can satisfy each customer’s unique needs,” said Martinez.
- **Cost and time savings from automation:** “The ability to define and automate SLA policies is a huge benefit to our customers. Given Rubrik’s simplicity, customers can reallocate full-time IT staff to more critical projects and no longer need to invest in admins with technical expertise in backup. The realized cost and time savings are substantial,” said Gonzales.
- **Significant reduction in data center footprint:** “Customers have gone from spending half a million dollars on legacy equipment, to realizing 50% cost reduction with Rubrik,” said Gonzales.

“Rubrik enables Tec-Refresh to go above and beyond, allowing us to operate as a full-fledge cloud player that can deliver multiple services,” said Gonzales. “We have embraced that from the very beginning, and will continue to leverage our partnership to grow into a true service delivery partner in every aspect of our business.”



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– Efreem Gonzales, CEO at Tec-Refresh



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Rubrik delivers a single platform to manage and protect data in the cloud, at the edge, and on-premises. Enterprises choose Rubrik’s Cloud Data Management software to simplify backup and recovery, accelerate cloud adoption, and enable automation at scale. Rubrik’s run-anywhere, scale-out architecture is built to empower IT departments today and in the future, reducing total cost of ownership while enabling infrastructure flexibility for a multi-cloud world. For more information, visit www.rubrik.com and follow [@rubrikinc](https://twitter.com/rubrikinc) on Twitter.

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