

## Case Study

### Goetze Dental Partners with Dataedge to Offer Dentists Data Protection Services powered by Asigra



- Full-service reseller to the dental industry
- 15TB of data protected
- Local and remote data recovery solution provides peace of mind

**GOETZE**  
d e n t a l



## SUMMARY

Goetze Dental, a full-service dental supply company located in the Midwest, has selected [Dataedge](#) as its provider of comprehensive data protection services which will be delivered through the Goetze Dental sales channel. Dataedge provides companies with business continuity services and disaster recovery solutions powered by Asigra to enable businesses to run smoothly. As a full-service reseller to the dental industry, Goetze Dental wanted to ensure the reliability and manageability of the backup services it offers dentistry clients while improving the customer experience. Goetze also wanted a way to increase wallet share with existing customers and drive monthly recurring revenue. While Goetze provides first-level support to their clients, their goal was to develop a partnership with a company that provided extensive data protection experience and support so they could extend this knowledge with their entire client base. These needs led the dental supply company to Dataedge, an established Asigra partner and provider of backup and recovery solutions.

## CUSTOMER OVERVIEW

Goetze Dental is a 130-year-old, fifth generation, family owned and daily managed, full-service dental supply company based in Kansas. The company serves hundreds of customers throughout the U.S., as well as in Canada. As a small business, Goetze prides itself in understanding the needs of SMBs in the dental industry to better serve its client base of dentists. As an innovator in all aspects of the dental industry, Goetze strives to offer services, products, and technologies that can help its clients manage their dental practice more efficiently and resourcefully while allowing them to increase the level of care that they offer their patients.

## BUSINESS SITUATION

Prior to selecting Dataedge, Goetze Dental had provided only a first-level of data protection and support services to its clients. The dental supply company depends heavily on using portable disks for frequent import and export of data for initial backups and full restores, and thus sought a speedier process to help manage these backups to in turn provide faster service to their clients.

Since Goetze offers a wide range of technical and non-technical products and services to their dentist clients, they also required a more robust data protection capability as a critical service for their clients. With 15TB of data

## ENVIRONMENT

- Reseller and IT service provider to the dental industry with 100 customers using the cloud backup service powered by Asigra
- Protection of dental businesses which range from only a few employees to more than 100
- Goetze Dental provides first level support to customers
- More than 15TB of data currently under protection
- Powered by Asigra Cloud Backup software that is configured for local and remote recovery

## ASIGRA CLOUD-BASED DATA RECOVERY DELIVERS

- Single integrated solution for all data protection needs
- Policy-based protection based on the user's IT environment and recovery requirements
- Optimization of IT resources for enhanced utilization
- Data encryption that secures data in-flight and at-rest with full support of compliance requirements
- High-performance data recovery

“We see the data protection capability that Dataedge provides as a critical service for our clients, that we can then deliver with confidence and a minimal investment on our part. The solution is 100 percent focused on the needs of dentists, with capabilities that include simple agentless installation, multi-device data protection, and everything needed to ensure the highest level of data availability.”

**Ben Poese, Helpdesk Manager**  
Goetze Dental

under protection, Goetze Dental's overriding goal was to deliver data protection services to their entire client base with increased confidence—but the company also wanted minimal investment on their part to achieve these goals. They were looking for a way to increase wallet share with existing customers and drive monthly recurring revenue without a major financial outlay.

These goals led Goetze to Dataedge, a company that offers data protection and disaster recovery solutions powered by Asigra. As a longtime Asigra partner, Dataedge had provided enterprise-class cloud backup services for businesses and resellers since 2003. As such, Dataedge was able to leverage the resources made available through the Asigra Hybrid Partner Program to help Goetze Dental package and deliver cloud backup services to dentists throughout North America.

## SOLUTION

The secure data protection solution provided by Dataedge and delivered by Goetze Dental to its dentistry customers is designed to be installed in either a public cloud or hybrid cloud configuration without the need for software agents across one or more customer locations. The backup data is stored in an offsite cloud backup facility hosted by Dataedge for remote recovery. In some cases, the data is protected both remotely and locally for faster recovery performance if required. Goetze Dental currently manages 15TB of customer data in its Asigra-powered cloud backup vault.

Asigra Cloud Backup™ software, the industry's leading cloud-based data recovery software with over one million installations worldwide, serves as the foundational technology for the Dataedge data protection service. The software is built for reliable efficient operation and easily integrates with public, private, and hybrid cloud environments.

Asigra's agentless software architecture provides for simple deployment and hands-free management while providing advanced features that include global de-duplication, automated mass deployment, autonomic healing, and validation restore capabilities. Goetze Dental highlighted the following capabilities as key factors for selecting the solution:

- Agentless deployment, supporting a wide range of computing systems and platforms
- Simple, centralized backup that eliminates the need for multiple point solutions
- Highly scalable design for on-demand expansion
- Support for both physical and cloud IT environments
- High-performance local and remote backup and recovery
- [NIST FIPS 140-2 certified security](#) with 256-bit AES encryption in-flight and at-rest to protect sensitive client data and comply with HIPAA compliance mandates.

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“In support of our customer, it was our mission to protect Goetze Dental and their customers against any potential risk of data loss that would put the company in jeopardy. Our data protection solution, powered by Asigra, was all-inclusive, highly automated, and cost-effective in terms of pricing. Goetze Dental quickly discovered that they can depend on Dataedge for fast response to all support issues. They don't see us as just a company that provides backup. They know that they can call us any time of day or night, and we will work with them and their clients to resolve any issues.”

**Rob Didlake, Founder and CEO, Dataedge**

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## RESULTS

Working with a team of data recovery specialists, each with many years of experience, Dataedge set out to protect Goetze Dental and their clients against the loss of mission critical information. As a result of these efforts, Goetze today enjoys a wide range of business benefits—including having top-level data protection services delivered to their clients that they know will be reliable. In fact, the level of data protection is so high that it has been shown to be 99.99 percent reliable annually.

Goetze Dental also achieved its goal of minimizing its investment in an expanded data protection platform. Since outsourcing to Dataedge, the company did not have to build its own infrastructure or purchase additional equipment or software. Goetze also appreciates relying on Dataedge's expertise in the area of data protection for on demand support when required. While Goetze continues to provide first-level support to their clients, they can now complement their support with the working knowledge that Dataedge brings to the partnership.

Goetze Dental lists the following as the organization's most valued features of the platform and most advantageous in the support of customers:

- Constant data availability.
- The ability to remotely manage their clients with the NOC tool.
- Added data security, via encryption of data in transit and at rest.
- Secondary replication of data, to keep data protected even in the event of a significant hardware failure.
- A high level of personal support and proactive monitoring.
- A second set of eyes to monitor client reports and ensure that nothing slips through the cracks.

In addition to the above benefits, Goetze liked the service so much for their clients that they expanded it to protect their own internal systems too.

“The overall backup process is now so much easier yet costs are still very affordable. Dataedge and their Asigra-based data protection platform offered us a highly automated solution that required very little hands-on management beyond basic oversight. Implementing Dataedge's solution allowed us to reallocate IT resources that would have been spent on a less efficient platform and focus it on other important projects. The bottom-line result is peace of mind: we can count on Dataedge to provide the support we need, when we need it, to resolve any issues.”

**Ben Poesse, Helpdesk Manager, Goetze Dental**

## About Asigra

Trusted since 1986, Asigra provides organizations around the world the ability to recover their data now from anywhere through a global network of partners who deliver cloud backup and recovery services as public, private and/or hybrid deployments. As the industry's first enterprise-class agentless cloud-based recovery software to provide data backup and recovery of servers, virtual machines, endpoint devices, databases and applications, SaaS and IaaS based applications, Asigra lowers the total cost of ownership, reduces recovery time objectives, eliminates silos of backup data by providing a single consolidated repository, and provides 100% recovery assurance. Asigra's revolutionary patent-pending Recovery License Model provides organizations with a cost effective data recovery business model unlike any other offered in the storage market. Asigra has been recognized as a Gartner Cool Vendor and has been included in the Gartner Magic Quadrant for Enterprise Backup and Recovery Software since 2010. In 2015, Asigra Cloud Backup was also named the **Top Enterprise Backup Solution** and achieved silver in Storage Magazine's **Products of the Year**.

More information on Asigra can be found at [www.asigra.com](http://www.asigra.com)

