

From Break-Fix to Predictable Revenue: MG Technology's Backup Evolution

AT A GLANCE

CHALLENGE

Transition from time-consuming, on-site backups and break-fix billing to a scalable recurring revenue model without disrupting existing business.

SOLUTION

NovaBACKUP Managed Backup

BENEFIT

Reliable restores, reduced costs, and a predictable monthly income stream that keeps customers happy and supports business growth.

MG Technology

As a one-man IT services provider, Michael Gustine has built his business on long-term relationships with local small businesses and individuals. Managing backups for a growing customer base once meant more driving and less margin, but with NovaBACKUP Managed Backup, Michael found a scalable solution that delivers recurring revenue and dependable results.

"NovaBACKUP is the best backup solution I have found. It works! When clients need their data back, NovaBACKUP delivers."

Michael Gustine, Owner, MG Technology

Growing Beyond Traditional Break-Fix

For over 20 years, Michael Gustine supported his local community with incident-based IT services, PC refurbishing, and one-off support projects. He built a loyal base of small businesses and individual clients who trust him to keep their technology running.

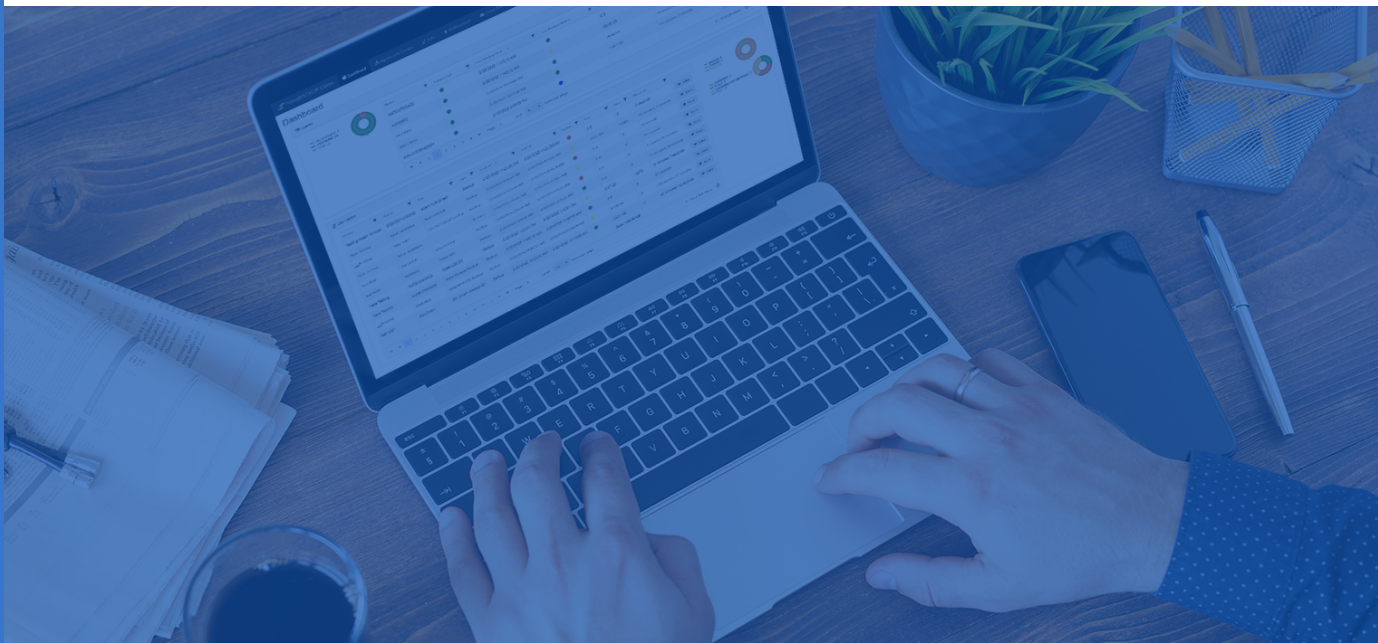
When it came to data protection, Michael had long counted on NovaBACKUP to secure customer data on external drives. But as his customer base grew, manually managing backups across multiple environments became increasingly inefficient. Each failed backup or restore meant another site visit, which was time-consuming for him and disruptive for clients.

At the same time, Michael was considering his semi-retired lifestyle. He wanted to keep supporting clients, but with a more efficient model that would require less time on the road while providing a steadier revenue stream.

Looking for a Smarter Way to Manage Backup

Michael witnessed the benefits of NovaBACKUP Managed Backup firsthand at a friend's business. Impressed by its efficiency and the confidence it gave his colleague, he decided to update his offerings and transition to a managed backup model himself.

While he's in the process of moving customers to this new service, Michael continues to support them with break-fix work and other traditional IT services. The transition has been smooth, with initial feedback being overwhelmingly positive. Many not only appreciate the added security and convenience of cloud-based backups, but also value the simplicity and predictability of the new monthly plan.



With remote monitoring and management capabilities, Michael can now oversee all local and cloud backups from his desk, eliminating the need for frequent on-site visits. This shift has brought several key benefits: the solution is **easy to set up and manage**, especially compared to other products he's tested. Remote management gives him **full visibility** into customer backups without ever leaving the office, and, most importantly, **restores are reliable**. "It works," as Michael puts it. "When clients need their data back, NovaBACKUP delivers." He also highlights the responsive support team, noting, "The support team has been terrific. Adam has been very patient, helping me get comfortable with the management portal."

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Building a Recurring Revenue Model

Michael's new bundled offering is a practical blueprint for other MSPs looking to modernize their services and build a recurring revenue stream. His package combines NovaBACKUP for reliable data protection, including a dedicated cloud storage bucket specifically for data protection purposes, along with a third-party endpoint protection solution—all for a fixed monthly fee. With this combination, Michael can access clients' PCs and servers if an issue arises and monitor backups without leaving his desk, thus streamlining operations.



For MSPs considering a similar model, bundling data protection, security, and remote management into a single monthly subscription delivers predictable income and greater value for clients. As Michael explains, "I'm looking to build a monthly residual income stream with this, because once it's set up, I can envision it needing very little maintenance on my part." This model also opens the door to serving more customers, including those outside the immediate area, while cutting travel costs and time spent on the road.

By transitioning from hourly billing to this monthly package, Michael is positioning MG Technology for significant growth. He aims to increase his backup customer base by approximately **17–25%** by year's end, turning existing relationships into ongoing service contracts and attracting new prospects with his value-driven offering, all without increasing his workload.



A Reliable Partner for the Future

With NovaBACKUP, MG Technology has transformed its service model, embracing remote management and monitoring to deliver reliable data protection for every client. The ability to oversee backups from his desk has resulted in significant time savings for Michael, with fewer truck rolls and less time spent troubleshooting failed local backups. Clients now enjoy greater peace of mind, knowing their pictures, documents, and financial data are securely protected. This trust has helped Michael focus on growing his business, leveraging long-standing relationships and new marketing efforts to expand his backup customer base significantly over the coming year. The scalable nature of his bundled offering means he can attract both existing customers and new prospects, all while reducing overhead and streamlining operations.

"With remote management, I can protect my clients' data without leaving my desk. That's exactly what I need."

NovaBACKUP has empowered MG Technology to deliver dependable service, build lasting customer trust, and position the business for continued growth.



ABOUT NOVABACKUP

For more than a decade, NovaBACKUP has been a trusted provider of flexible, all-inclusive data protection solutions for Managed Service Providers (MSPs) and professional offices worldwide. As industry leaders in Backup and Disaster Recovery, we bring extensive experience in helping specialized industries meet strict data protection goals.

At NovaBACKUP, our primary goal is to simplify and enhance data protection for our clients. More than just powerful backup technology, our team of backup experts is dedicated to providing unparalleled support. We take a people-first approach to backup, understanding that every unique environment requires a personalized approach to data protection.

With NovaBACKUP, our commitment to exceptional support ensures that you have a reliable partner in data protection. Learn more about NovaBACKUP and explore our comprehensive range of data protection solutions by visiting our website at www.novabackup.com.

Contact Us

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Visit novabackup.com/msp to schedule a call with a Managed Backup Services Account Manager.



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