



IT SERVICES

## PC DOCTECTIVES

### Location:

Marlborough, Massachusetts

### Website:

<http://www.pcdoctectives.com>

### Specialty:

Provides instant online assistance and maintenance to home PC/Mac users and small businesses

### First Carbonite Reseller – Since:

2005

### Key Benefits:

PC DOCTectives resells Carbonite for these advantages:

- Affordability
- Automatic and frequent backup – “set it and forget it”
- User-friendly interface
- Low maintenance
- Confidence in backup reliability
- Aligns with company’s mission to provide high-value protection-based services
- Creates referrals because of client satisfaction

## CARBONITE’S FIRST RESELLER CONTINUES OFFERING PEACE OF MIND TO CLIENTS

*“Clients have had everything from the standard dead hard drive to dropped or stolen laptops, as well as damage caused by power spikes from lightning, water and even being run over by their own car,”* says Cliff Bodenweiser, President of The PC DOCTectives. ***“And because they had Carbonite, they didn’t lose anything important to them. That’s what we are all about here ... giving our clients peace of mind that if anything happens, their data, including critical documents and irreplaceable pictures are always protected.”***

Bodenweiser’s company, PC DOCTectives in Marlborough, MA, has a range of clients, from home technology users to small businesses, and the firm includes Carbonite as a critical component of its maintenance service offering. Currently, more than half of the company’s 500+ clients use Carbonite, but that number is growing as more people become aware of the existence, necessity and extremely low cost of such a simple-to-engage “insurance policy” on their e-assets, Bodenweiser notes.

PC DOCTectives was actually the first Carbonite reseller, and they couldn’t wait to offer this product to their clients, so they actually became an affiliate as they awaited the formal program launch. He says, *“I saw the long-overdue need for Carbonite protection for most of our clients.”*

## GETTING STARTED

PC DOCTectives was founded in 2004, offering almost-instant online assistance to home PC users as well as small businesses. Soon after he opened his doors, Bodenweiser began personally using Carbonite on all his computers at home and in the office. Before Carbonite, Bodenweiser states that he just could not find a product that was easy to use, and would handle unlimited backup at a price that was “easily-sellable” to his clients.

He heard about Carbonite, and immediately took it for an intensive “test drive” to make sure it would really work well for his clients’ needs. He says, *“I really put it through its paces and learned pretty quickly that it was ‘head and shoulders’ above everything else out there, not only in overall performance, but also in terms of price point and features. I started recommending it immediately.”*

Since then, Bodenweiser has appreciated the ongoing refinements of Carbonite along with a stable and unwavering reseller program. Combined with his protection-based business model, the reseller program helps to further empower his company to build deeper trust with, and referrals from his client base.

## CLIENT REACTION

Newer clients ask Bodenweiser if they need Carbonite, and he replies by giving them a scenario: *“I ask them: if your computer was thrown into the river today, and had nothing left on the hard drive when it was fished out, would it concern you? If they say no, then they don’t need Carbonite. But not many people say ‘no’ today because of music and important documents that would take time and money to replace or recreate. And in the case of pictures, these are irreplaceable.”*

Clients have been very positive when talking about Carbonite, and appreciative that PC DOCTectives offers the data and file backup solution as an option. The backups are so automated that some clients are very vocal in letting Bodenweiser know that they feel much more comfortable once Carbonite is in play. He loves to get those calls.

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*“It’s usually fear that motivates people, and in our business, it’s anxiety over losing photos or data that can’t be replaced ... By offering Carbonite, we take that fear off the table.”*

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## BUSINESS BOOST:

Because of such strong positive reactions to Carbonite, Bodenweiser has seen additional growth in his business. He notes that using Carbonite has bolstered PC DOCTectives’ reputation for protecting clients and providing a critical, effective solution to a real-world problem.

***“With other backup systems, you practically have to be a rocket scientist to figure out what’s being backed up, and if you ever needed to retrieve files, forget about it,”*** said Bodenweiser.

*“Our clients appreciate that you can easily see what is being protected with Carbonite and knowing that you can actually get it back, and at the end of a disastrous day, so do we.”*

### Here are some of his other favorite features:

- **Affordable for clients:** Bodenweiser appreciated Carbonite’s range of capabilities, for a reasonable price. That makes clients happy, without making cost an issue. He refers to Carbonite as a “no-brainer” for most of his clients.
- **Does what’s promised:** If Carbonite failed to deliver on its promise to recover data, Bodenweiser would be the one having to do expensive data recovery with clients. Because Carbonite delivers, he gets the praise and grows his business as a result.
- **Plays well with others:** Bodenweiser’s clients have a range of systems and technologies, so Carbonite’s ability to work alongside other systems is a top selling point for his firm.

Bodenweiser still flinches when he runs into or hears real data disaster stories—one happy-ending was just this year when a clumsy client unintentionally deleted his Outlook inbox three times in four months—Carbonite saved his business three times. With that kind of recovery, Bodenweiser and his clients can breathe easier, since Carbonite is on the job 24 hours a day, 7 days a week.

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*“Our business is about making our clients feel more in control of their digital life ... We want them to sleep better at night, knowing they’re protected. **And Carbonite is a key player on our team, providing that extra level of assurance that we always strive for.**”*

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