

Carbonite Partner spotlight: Computer Geeks of North Carolina

One of the keys to becoming a successful technology reseller and services provider is doing your best to forge long-lasting, mutually beneficial relationships with software partners.

Just ask Bill Doane. He's one of the owners of Computer Geeks of North Carolina, a managed IT service provider and a Carbonite Partner.

"You should pick a vendor and try to stick with them. That's how to build a good, trusting relationship and it's important because that's really who is going to support you in the long run." Doane said. "Sometimes you do have to make changes in vendors, however, we don't change very much. We find something we like and we stick with it."

An IT shop for smaller businesses

Computer Geeks is focused on delivering comprehensive IT services and solutions for smaller businesses. The company currently supports about 70 customers from a wide range of industries.

When Computer Geeks was founded, it primarily served the consumer market. But the company has clearly evolved quite a bit since then. It now offers many different types of business-to-business services, including hardware diagnostics and replacement; software installation and configuration, networking, security, data backup and recovery, and the list goes on.

"We act as an IT department for businesses who can't really afford to keep a full time IT person on staff. That's really where our niche is," Doane explained. "Sure, we still sell the occasional PC to home users. But most of our focus is on addressing the IT needs of small-to-midsize companies."

A win-win situation

Computer Geeks became a Carbonite Partner in 2012 and began selling Carbonite backup products to its customers. Since then, Doane and his team have used Carbonite to help quite a few of its clients restore files from backup – files that would have otherwise been lost. Those happy customers included finance companies, banks and medical offices among others.

"There have been several occasions where we saved the day and looked like a hero," he said.

Location

Greenville, NC

Specialty

IT services and solutions

Carbonite Partner since

February 2012

Key benefits

Individualized attention,
excellent technical support,
name recognition

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And Doane’s customers aren’t the only ones to benefit from Carbonite. He also uses it himself. The Computer Geeks founder said Carbonite was especially helpful recently when he replaced the computer in his office. The process of using Carbonite Safe™ Backup to recover files from the cloud and load them onto the new computer was quick and painless.

Computer Geeks is very happy with its decision to forge a long-lasting partnership with Carbonite. According to Doane, some of the top benefits of partnering with Carbonite include:

Individualized attention

Doane likes the fact that Carbonite has assigned a channel account manager to look after Computer Geeks’ ongoing needs. It’s the kind of attention he doesn’t see all the time.

“Tina is our representative and it’s very nice having somebody that is personable and somebody that you can call on who can help you out,” he said. *“She understands our business model and is always quick to respond to our inquiries.”*

Many vendors do not assign partners a designated representative. Doane has called software partners in the past only to reach a different representative each time – and it’s usually a person who doesn’t fully understand the Computer Geeks account.

“Carbonite gives us personalized attention and that means a lot, especially to us resellers,” he explained. *“We may not be the biggest guys on the block but Carbonite really seems to care and appreciates our business.”*

Excellent technical support

Computer Geeks has had great experiences working with Carbonite’s technical support staff. He’s found the support team to be knowledgeable, helpful and very responsive. And speed is important, especially when customer relationships are on the line.

“If you’re dealing with a customer’s data they don’t want to hear, ‘I’ll get back to you in two or three days,’” he said. *“That’s just not a good thing.”*

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Instant name recognition

Doane has found that customers prefer to invest in products with well-known, trusted names – and Carbonite certainly fits the bill.

"There's a whole slew of backup providers out there but you want a name that people recognize," he said.

That little green dot

One of Doane's favorite things about Carbonite technology is that telltale little green dot that appears in the corner of a file or folder once it has been properly backed up. This simple yet powerful feature of Carbonite gives Computer Geeks and its customers the ability to know what's happening quickly and easily, without having to jump through hoops.

"The green dot is probably the best thing I like about Carbonite because it helps the customer understand. If they don't see the green dot then it's not getting backed up," Doane said. "We also hear that from other customers. They love the green dot. The green dot is basically foolproof."

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