

# Right solution, right time

## A symbiotic partnership between Primenet and ThinkOn



### Case Study :

**Primenet**  
Stevenage, Great Britain  
[www.primenetuk.com](http://www.primenetuk.com)

### Challenges :

Primenet's SME customer's a highly secure and reliable backup environment for its G-Cloud Framework for Public Sector with all data residing in the United Kingdom.

### Solution :

ThinkOn backup solutions

### Benefits :

- High-availability and high-security
- Backup solution backed by Veeam
- Clear monthly billing with no hidden costs
- Specialized knowledge and superior support
- Fast and easy customer onboarding.



### ThinkOn Case Study

## **Primenet** : Everything from maintenance to migration to customers across the globe.

Primenet is a Managed Service Provider (MSP) delivering a range of services from IT infrastructure to cybersecurity and all points in between. From locations just outside London, England and Frankfurt, Germany, it serves multiple verticals, with many significant government and healthcare customers. Primenet's purpose is to be an integral and trusted partner to its customers, guiding them through new technologies that come to market and helping them push to the forefront of their industries by becoming more agile and innovative.

Primenet is a customer-centric, vendor-agnostic company, meaning that they take the time to understand the customer's needs and goals and then match those objectives to a vendor.

"We are vendor agnostic, so we can evaluate the technology and present the most cost-effective and future-proof solution to our customers," says Paul Godfrey, Information Technology Business Consultant, Primenet. "We always look at what the customer's trying to achieve and who's the best to address that. That's our whole ethos. It's customer first, vendor second in terms of our route to market."

At the beginning of a client relationship, the Primenet team spends a lot of time listening, to understand who the customer is as a company and who they want to be. Primenet's customer-centric consultative approach translates into a sustained customer base. Maintaining the relationship with a consultative and continual improvement ethos.

## Robust Solution

“Our customers need to be able to back up their business-critical Microsoft data. We were looking for a robust solution that addressed their SaaS backup challenges. Focusing on our customers’ needs we conducted an extensive review of the market, but one vendor stood out from their competition—ThinkOn. It was the Microsoft 365 backup solution that drew us to ThinkOn. ThinkOn’s high level of security and reliability, the ease of doing business with them, the monthly billing, and the unlimited data combine to create a phenomenal product.”

## Part of Our Portfolio

“As an MSP, the partners we work with and the technology solutions and services they provide directly impact our capabilities and the value we bring to our customers. Having ThinkOn as part of our portfolio enables us to provide the cloud data centre and cloud backup that is critical in this multi-vendor environment. We have a very turnkey solution, which is important to us. ThinkOn enables us to offer a high availability and high-security Backup as a Service (BaaS) solution.”

– **Tony Smith, Commercial Director, Primenet**



Smith states that “many of our customers have stayed with us for ten or fifteen years. They see that we are on a technology journey together. We don’t just point them in a direction and wave; we support them at every step. We come to understand their business, what their pain points are and how to resolve them. Because we know where they want to go, we can help them future-proof their IT, ultimately helping them get where they want to go as a business.”

As a future-facing company, Primenet is responding to its customers’ changing needs by transitioning its whole portfolio to as-a-service—rather than hardware-based and is looking to build a subscription-centred customer base. ThinkOn naturally sits in that space because it enables Primenet to offer secure backup as a subscription service.

## Primenet needed high-security backup their customers could rely on.

Primenet needed a high-security backup partner for its G-Cloud Public Sector Framework. ThinkOn was the clear choice as it was already providing cloud backup solutions to the Government of Canada—a guarantee that they could provide the high-security environment necessary.

Primenet knew that ThinkOn’s security and engagement were a fit from the start. However, they weren’t sure what it would be like to get customers set up with the solution. To test the waters, Primenet onboarded a single client to gauge the length and complexity of the process. It was a resounding success. Client onboarding was quick, secure, and effortless. As a result, Primenet fully committed to the partnership, and it’s been a great relationship in the years since.

From that initial partnering—to offer Microsoft 365 backup—the relationship has grown to include other services and conversations, usually around backup but also around hosting specific solutions and services for Primenet customers.

## Making it Easy

“As a partner, they are easy to do business with, making it easy for us to do business.”

“There is a real synergy between ThinkOn and us with wanting to solve the customer’s problems,” says Godfrey. “There’s that same effort and importance placed on ensuring that the customer gets the right solution at the right time. There’s a real feeling of pulling together to make the best outcome possible for clients. ThinkOn shares our customer-first mindset.”

– **Paul Godfrey, Information Technology Business Consultant, Primenet**

## ThinkOn offers partners more than robust solutions.

“The support that ThinkOn provides to us as an MSP is key,” says Godfrey. “We work with partners that share the same goals—to provide a great solution. As a combined team our technical experts work together to build that. ThinkOn has been very proactive in its support and knowledge-sharing. They understand market price points. They’re cognizant of the nature of the market in each territory. And the ThinkOn team makes themselves available to us and makes doing business easy.”

The two companies share complementary values. Both companies only partner with the best technology providers. For example, one of the major draws for Primenet is that ThinkOn’s Microsoft 365 backup solution is wrapped around Veeam—a proven infrastructure that their customers can rely on. Also, customers and security drive everything they do for both companies.



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