

Less Complexity, More Control: How OIXIO IT Transformed Backup Operations with Cove Data Protection

Company overview

OIXIO IT is one of the largest Estonian providers of IT and cybersecurity services, with more than 20 years of history operating in several European countries.

It is part of OIXIO Group – an IT, Digital Transformation, AI, and Cybersecurity company group. As the name suggests, OIXIO IT focuses on IT infrastructure and cybersecurity.

Details

- **Company name:**
Oixio IT
- **Employees:**
108
- **Founded:**
2004
- **Started with N-able:**
Since 2021 (Agreement was signed in November 2020, and the first customer was onboarded in December 2020.)
- **N-able Solutions Used:**
Cove Data Protection for servers, workstations, Microsoft 365, and recovery testing.

Challenges

- **What were the challenges you were facing that led you to seek a software solution?**
Answer: *Challenges with our existing backup solution was the complexity of the product which meant lots of manhours for managing, upgrading and troubleshooting. Often felt that we were missing a “single pane of glass” view over all of our managed backups. And as we were hosting the infrastructure ourselves, then it also needed investments that were hard to calculate when pricing the services.*
And also onboarding new technicians took more time as the product wasn’t as intuitive as Cove.
- **How were these challenges impacting your business operations/growth?**
Answer: *More technician time went on maintaining the solution which in turn meant less time for customer issues and projects. So understandably both the operational speed and business growth were negatively affected.*
- **How long have you been facing these challenges?**
Answer: *These challenges exist always in the IT service provider sector with every tool. Of course the idea is to find the tool that lessens the friction and frees up our time for areas that can’t be improved with software or automation.*
- **Did anything trigger these challenges (expansion, M&A, focus on new sector etc)?**
Answer: *Like previously said, the same challenges exist always with every tool. However they are more noticeable when the company and the customer base is growing. So it can be said they were triggered by our fast growth and our future looking strategic goals.*
- **How did you anticipate the solution would ultimately help you better serve your customers/users?**
Answer: *We anticipated that the solution would help us reduce internal workload and simplify day-to-day operations. By removing unnecessary complexity from backup management, our technicians could spend less time maintaining the platform itself. We expected this to lead to smoother and more predictable service delivery to our customers. Faster and more reliable restore processes were expected to improve*

response quality during incidents. Standardizing the backup service across customers was important for consistency. Overall, the goal was to operate more efficiently in the background so customers would experience fewer disruptions and a higher level of service.

- **Were you working with a different provider prior to choosing N-able Cove? If so, how was this vendor not meeting your requirements?**
Answer: Yes, we were working with Veeam prior to choosing N-able Cove. While Veeam is a technically strong on-premises solution, it required us to manage all backup infrastructure and storage ourselves. This added operational complexity and ongoing administrative overhead.

Solution

- **How many vendors did you evaluate when searching for a solution?**
Answer: 3-4
- **What solution from N-able did you choose? And why?**
Answer: N-able Cove Data Protection offered a clear alternative with its cloud-first approach, where storage and infrastructure are included as part of the service. This significantly reduced administrative overhead and made costs more predictable. When needed, the Local Speed Vault feature allows for LAN-speed restores, effectively combining the benefits of a cloud-first architecture with fast local recovery. Overall, Cove enabled us to turn backup into a standardized, scalable service and focus more on business growth instead of platform maintenance.
- **What did you like about N-able as a solution provider? Was there anything that made them stand out against the other vendors you looked at?**
Answer: What we liked about N-able as a solution provider was their strong focus on MSPs and realworld operational needs. The Cove platform was clearly designed for service providers rather than enterprise IT teams. Support stood out, especially during critical restore situations, where escalation and response were fast and practical. N-able also differentiates itself through predictable pricing with storage included, which simplified both operations and billing. Their partner enablement, documentation, and community resources helped us adopt and scale the solution faster. Compared to other vendors, N-able felt more like a longterm partner than just a software supplier. Overall, their MSP-first mindset and consistency across product, support, and pricing made them stand out.
- **How important was your relationship with Altacom as a distribution company throughout this process?**
Answer: Very important. The support and relationship with the distributor is one of the key factors we consider when selecting a tool to deliver our services. We need to be confident that we won't be left alone with our problems when they arise – especially with a key tool where we are contractually bound and the potential revenue impact is significant. Altacom (Pille) has been very proactive in this regard: collecting our feedback, helping us improve our service offerings, connecting us with key personnel on Cove's side and notifying us of any changes. We feel as the partnership is valued – exactly the way we want our own customers to feel.

Results

- **How long have you been using Cove Data Protection?**
Answer: 5 years (since 2021)
- **How do you use Cove Data Protection daily?**
Answer: We use it daily to manage and monitor all of our customers backups including our own internal use in OIXIO Group.
- **How has Cove Data Protection changed the way you work?**
Answer: Cove Data Protection has changed the way we work by removing the need to design, manage, and maintain backup storage and infrastructure. Daily backup operations are simpler and require far less hands-on intervention. Backup setups are faster and easier to standardize across customers. Restore operations, especially file-level restores, are straightforward and predictable. There is no need to worry

about cloud storage tiers, egress fees, or restore infrastructure planning. Scaling to new customers is easier because storage is included and pooled. Overall, Cove allows us to focus more on service delivery and recovery readiness instead of backup platform maintenance.

- **How has Cove Data Protection helped you meet your challenges?**
Answer: Cove Data Protection has helped us meet our challenges by removing the complexity of managing backup infrastructure and storage. It eliminates the need to plan for local repositories, cloud storage tiers, or unexpected restore costs. Backup failures are easier to identify and resolve, which reduces operational overhead. Restore processes are more predictable, helping us meet customer RTO and RPO expectations. The cloud-first model improves protection against ransomware by keeping backups offnetwork. Scaling backup services to new customers no longer requires redesigning the solution. Overall, Cove has reduced risk, improved consistency, and made backup operations easier to manage across many environments.
- **How has Cove Data Protection helped you better serve your users/customers?**
Answer: Off-network and immutable backups have improved customer confidence against ransomware scenarios. Centralized monitoring enables us to act proactively instead of reactively. Overall, Cove allows us to deliver a dependable backup service with clear expectations and predictable outcomes for our customers.
- **What have you found to be the most useful component(s)/feature(s) of Cove Data Protection?**
Answer: The most useful features of Cove Data Protection for us are its cloud-first architecture and included storage, which eliminate the need to manage backup infrastructure. The centralized, multi-tenant dashboard allows us to monitor all customers from one place and act proactively. Reliable file-level and full system restores are critical in day-to-day support situations. Immutable, off-network backups significantly strengthen protection against ransomware. When needed, the Local Speed Vault option is extremely valuable, as it enables LAN-speed restores and faster recovery for larger datasets during local incidents. Efficient incremental backups keep bandwidth usage low without constant tuning. Recovery testing and verification help ensure that backups are usable, not just completed. Overall, these features allow us to deliver a simple, consistent, and dependable backup service.

Key takeaways

- **Provide a minimum of least 3 quantifiable metrics around how Cove Data Protection has impacted your business.**
 - ✓ Time saved – onboarding a new customer for backup services is 5x faster
 - ✓ New services launched – launched 3 new services related to backup solutions
 - ✓ Speed of onboarding – technician backup tool onboarding can be done in one session, instead of days of learning the tool
- **What are some of the key highlights of your experience with N-able Cove?**
Answer: Everything mentioned above and also the strong development of new features and possibilities which make the tool even more useful.

Altacom is an authorized distributor of N-able products, including Cove Data Protection, in the Baltic states and Finland. They support local partners in delivering and deploying N-able solutions across the region.



Maintain business continuity by recovering quickly and reliably after every disaster, visit N-able Cove Data Protection.

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