

Carbonite Partner spotlight: Data Doctors

“We put a new hard drive in her machine and then used Carbonite to do a full restoration of her critical data. She was so happy that she hugged the technician.”

When Ken Colburn founded Data Doctors back in 1988, he wanted to build a company that would solve the technological problems of both consumers and small businesses, but without all of the “geek speak.”

Colburn’s dream came true and then some. Today, there are Data Doctors franchises all over the United States, and Colburn continues to work out of the company’s headquarters in Tempe, Arizona.

Data Doctors provides businesses and consumers with Windows and Mac computer repair services, including spyware and adware removal, virus and worm removal, registry cleanup for faster boot-up times, hard drive de-fragmentation, updates and security patches and much more.

“We equate our long term success to fundamental business practices like consistency, listening to the customer, and making sure that they are thrilled with the results anytime we touch any of their technology,” Colburn said. “One of the first things we teach anybody that joins our organization – whether as a franchisee or as an employee – is that we’re not in the technology business. We’re in the people business.”

Data Doctors is serious about making sure its customers’ digital photos, documents and business files are securely, reliably and automatically backed up. That’s why Data Doctors is a Carbonite Partner.

A ‘devastating’ hard drive crash

Data Doctors has used Carbonite to restore its clients’ files many times. But one story in particular sticks out in Colburn’s mind.

One of Data Doctors’ clients is a managed healthcare facility that specializes in assisted living. A while back, one of the managers of the healthcare facility experienced a “devastating” hard drive crash on her primary laptop. Understandably, she became very distressed and feared she would lose critical information that the business runs on.

Location

Headquartered in Tempe, AZ

Specialty

Managed IT services for small businesses and consumers

Carbonite Partner since

October 2010

Key benefits

Simple yet powerful backup, great channel account managers, flexibility

Carbonite Partner spotlight: Data Doctors

“She completely forgot about the fact that we had everything backed up with Carbonite,” Colburn said. “We put a new hard drive in her machine and then used Carbonite to do a full restoration of her critical data. She was so happy that she hugged the technician.”

“Carbonite has been great and our channel account manager is absolutely fantastic.”

Some of Data Doctors’ favorite things about partnering with Carbonite include:

Simple yet powerful backup

Carbonite offers powerful and reliable cloud, hybrid and onsite data protection solutions that are easy to install and use. Carbonite Partners can easily monitor and manage their clients’ backups through Carbonite’s web-based management dashboard. That’s why Colburn ensures that Carbonite cloud backup is part of the basic package that new members get when they sign up for Data Doctors’ IT services.

Great channel account managers

Every Carbonite Partner gets a dedicated and highly trained channel account manager. Their job is to provide support to Carbonite Partners and answer any questions.

“Carbonite has been great,” Colburn said, “and our channel account manager is absolutely fantastic.”

Flexibility

Data Doctors’ customers pay a monthly membership fee to use the company’s services. This introduced some complexities in how Data Doctors’ partnership with Carbonite would be set up. But Carbonite was more than happy to work with Data Doctors to come up with a partnership plan that benefited all involved.

“Carbonite has been great because the volume in which we sign up subscribers required some modifications to the system,” Colburn explained. “Carbonite understands the value of this relationship and is willing to be flexible and work with us so that we can manage and grow our business in the best way possible.”

[Learn more about the benefits of becoming a Carbonite Partner today.](#)

Visit Carbonite.com.