

## The Background

ITHQ helps businesses across the private and public sectors achieve technological and operational resilience through strategy-led, managed solutions.

Launched in 2020, ITHQ designs solutions around specialized technologies from a select set of vendors. This ensures the depth of engagement and expertise necessary for them to deliver on their mantra of 'solve for the customer' and supports their mission to source the best tech for each of their solutions.

Having previously worked with Rubrik, ITHQ's Head of Hybrid Cloud, Nik Grove recognized that this was the clear choice for its client data protection needs. However, its traditional CapEx-heavy solution wasn't ideal for all businesses, as he explained:

"The 'as a service' model is increasingly in demand by customers of all sizes, especially as people are consuming more public cloud. Finance teams would rather pay smaller amounts monthly to manage their business, but compromising on quality can be a dangerous false economy when it comes to data backup. What they need is enterprise-level data protection which safeguards their business while it's smaller, and that can scale with them as their infrastructure grows.

"Traditionally, services like Rubrik have been out of reach for many SMEs and small businesses, but thanks to this model with Assured, it's readily available as a managed service to businesses with smaller footprints. And all for a monthly subscription, which generates a regular income for us".

## The IT Solution

Assured Data Protection's managed service, powered by Rubrik's cloud data management, quickly impressed Nik and the ITHQ team. Rubrik integrates easily with databases and provides backup, archival, instant recovery, compliance, replication, and copy data management - both on-premises and in the cloud.



## The Challenge

- Traditional CapEx-heavy backup models didn't suit smaller or growing businesses.
- SMEs needed enterprise-grade protection with the flexibility of monthly billing.
- ITHQ required a scalable, high-quality solution to serve both small and global clients.

## The Solution

- Partnered with Assured to offer Rubrik as a managed service via a subscription model.
- Delivered cloud and on-premises protection with backup, recovery, compliance, and scalability.
- Leveraged Assured's global presence and technical expertise to enhance service delivery.

## The Result

- Enabled enterprise-level data protection for businesses of all sizes.
- Established a predictable recurring revenue stream with zero upfront cost burden.
- Expanded reach to international markets with confidence in support and performance.

“Rubrik has a scalable architecture, so we can add capacity when needed,” said Nik. “It’s an enterprise-level solution delivered with Assured, without impacting the customer.

It also works better financially - businesses can consume technology as needed, rather than make large upfront investments. And it’s not just for smaller companies; this model also suits larger enterprises, helping us engage with clients that have international footprints.”

## The Trusted Partner

Having worked with Assured before, Nik trusted their ability to meet ITHQ’s high service standards.

“I know the Assured team from my time at Rubrik,” said Nik. “They’re serious about the technology and committed to delivering results. When we put a customer on Assured’s platform, I know it will be serviced properly with the right equipment and software. That’s why we don’t white-label - we’re proud to work with Assured.”

Assured’s technical team also brings value. “Even with our skilled internal team, it helps to work with people who live and breathe Rubrik. It makes everything quicker and easier.”

“Assured also supports our international growth. Their global operations help us attract bigger customers - especially in markets like the US - by adding credibility.”

## The Relationship

Working with Assured helps ITHQ respond faster to backup opportunities and provide simpler access to Rubrik technology.

“One key benefit is speed - we can act much faster for customers,” said Nik. “Assured streamlines engagement and access to Rubrik, accelerating onboarding.”

“The monthly service model also gives us flexibility. We can start conversations with customers at any stage and offer a solution. It’s a strong business model.”

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Assured also enables us as we look to expand our horizons beyond the UK. Their global operations allow us to attract bigger customers. When we encounter customers in the US for example, partnering with an organization with US operations is really beneficial: helping us build credibility.

**Nik Grove**

Head of Hybrid Cloud

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