

DON'T “SATISFICE” WHEN IT COMES TO BUSINESS CONTINUITY:

SIX TIPS TO HELP MSPS CHOOSE A PROVIDER





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Satisficing and business continuity are like oil and water. They just don't mix.

Introduction

Have you heard of the term “satisficing”? Aside from the fact that it's two words spliced together - “satisfy” and “sacrifice” - it means to accept an available option as satisfactory. If you've ever looked into buying a home, you know the feeling. After viewing 50 homes over the span of 4 months you feel like the search for the perfect home could go on forever.

Then a sudden revelation. It doesn't have to be the **perfect** home. You can make it what you want! You start looking for a home that will **satisfy** your needs - in the process **sacrificing** elements of your ideal home in your search.

It's not a bad way to go about doing things, but it's not always good either. An example is when it comes time to select insurance or a security system. This is probably not the best time to lean on **satisficing**.

Satisficing and business continuity

Those two concepts are like oil and water. They just don't mix. Try it, and all you get is a murky solution made up of separate, stubborn components. You've spent years of your time and hard earned money to ensure that your customers can lean on you to protect their business data. They deserve a business continuity solution that gives them everything they need without sacrificing quality or a gap in data protection. In this eBook we've compiled six tips to help customers avoid satisficing.



Look for a solution that
doesn't nickel and dime you
for a replacement device.

Avoid Satisficing Tip #1

Find a true partner. Quick, what are a few things you look for in a true partner for your business? A company you can call any time of day or night and feel that they are there for you? How about a company that works to understand your needs from the moment you meet, and continues to look out for your growth and well-being on your 100th install? And wouldn't it be great if all this great support came at no cost to you? If that's what you're looking for, don't give up on the dream! You're entrusting this partner with a lot of critical and sensitive business data - data that your customers expect you to protect.

Make sure you're asking your vendor the right questions to determine if they will act more like a partner as opposed to a company you [send your monthly checks to](#). Some examples of questions to ask:

- "How will you help me grow my business?"
- "What if my server crashes in the middle of the night, who do I call?"
- "What is your disaster recovery testing plan?"
- "How often do you test and verify that backups and virtualization are working properly?"

Avoid Satisficing Tip #2

Find a solution that has your back no matter what. We've all been there (or know someone who has). You buy a shiny new phone, peel the plastic cover off the pristinely beautiful screen, only to realize how slippery the darn thing is, and WHAM! It hits the concrete floor at just the right angle that not only dents the body of the phone, but is just enough to crack your screen. What happens next? Most of the time, even if you have insurance (which you're paying for monthly), you pay an absurd deductible to get a replacement...which by the way won't arrive for a week. You're stuck with a broken phone (that may or may not even be working) for a week. According to Warranty Week, an online newsletter that publishes an annual Warranty Report, worldwide claims payments of US based data storage manufacturers totaled approximately \$747 million in 2014¹. You can either contribute to that growing number, or find a better way.

Look for a solution that doesn't nickel and dime you for a replacement device and doesn't make you wait a week! If a provider is dedicated enough to do this for you, it's another sign that they are looking out for your best interest.

¹ <http://www.warrantyweek.com/archive/ww20150319.html>

Avoid Satisficing Tip #3

Find a solution that protects all forms of business data. Not just files. Not just virtual servers. Not just workstations. For the most seamless experience, look for a partner that can protect business data no matter where it lives. That way you don't have to have one vendor to protect your physical machines, and another to protect your virtual machines. Get one that protects both, and on top of that, make sure that they protect your SaaS app data as well. SaaS software is certainly on the rise. With revenue expected to exceed \$106 billion in 2016, according to Forrester Research, Inc. This app data is incredibly important, and you need to make sure it's protected. While Google Apps, Salesforce.com, and Office 365 are terrific SaaS based applications, they don't provide a long-term backup of your data. End-user deletion is a major issue, and can result in serious data loss - whether malicious or accidental. According to research from the Aberdeen Group, end-user deletion accounts for 47% of SaaS data loss.

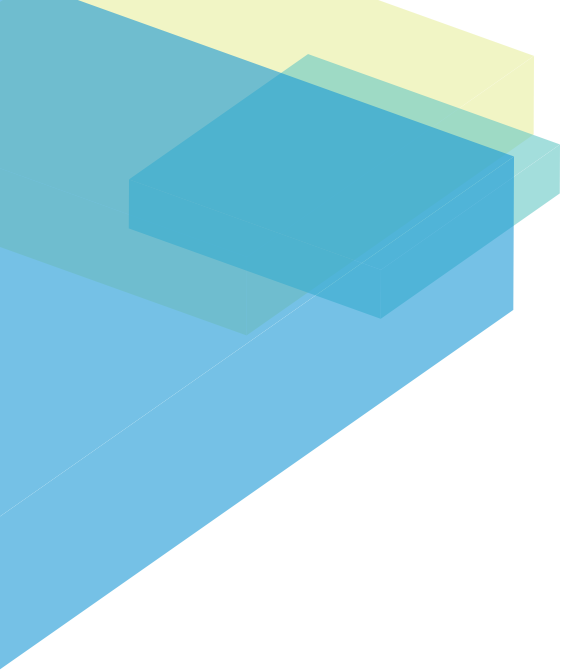
Find a partner who also protects this valuable data. If you have to deal with multiple vendors who only protect specific types of data, you're going to have a bad time, and so will your customers.

For the most seamless experience, look for a partner that can protect business data no matter where it lives.

Avoid Satisficing Tip #4

Don't let slow technology slow you down. When it comes to backing up your data, some technologies are just better than others. Period. The goal should be to not only find a solution that works, but to find one that works and doesn't cause other aspects of your customer's business to suffer. For example, direct-to-cloud backup is one method that sounds great, but may disrupt normal business processes. In direct-to-cloud backups, all the data goes straight from the machines to the cloud. Sounds like a seamless experience, except when you consider how this resource intensive process is taking away from normal business operations. What happens when you have to restore data? How long will it take for a business to be back up and running? With direct-to-cloud some restores can take up to 72 hours!

This is where having an on-prem backup and disaster recovery appliance makes all the difference. You can restore from your local device in a few minutes- or even seconds! Look for a solution that not only works, but works without punishing you or your system resources in the process.



Find a partner that continuously strives to improve its products and solutions - working to make business continuity a user-friendly experience, and one that works day in and day out.

Avoid Satisficing Tip #5

Find a pricing and cloud storage model that makes sense to you. When it comes to business continuity, the whole point is to protect all your business data - no matter how much of it you have. While most providers will offer you cloud storage based on capacity (for example, whether you need 500GB of cloud storage or 50TB of cloud storage), this puts a burden on you and your customers to guesstimate the amount of storage they may need months or years from now.

An alternative is to find a provider who can offer storage based on time rather than capacity. This gives your customers the freedom to grow their business (a very good thing) and store as much of their data in a secure cloud environment as they need to, but without worrying about going “over capacity” and being charged an arm and a leg. Time-based cloud retention gives you and your clients the benefit of unlimited cloud storage - as much space as you need, over a specific period of time. This lets you focus on your business, rather than worrying about how to pass on another cost to your customer.

Avoid Satisficing Tip #6

Work with a partner that prides itself on continuous improvements. If a partner has your best interests at heart, they are never going to rest on their laurels. That’s not how you grow your business, and that’s not how a partner should help you grow.

Find a partner that continuously strives to improve its products and solutions - working to make business continuity a user-friendly experience, and one that works day in and day out. More importantly, the partner should be looking for feedback from you - the MSP community - and should act to improve its products based on your needs. Creating new products is great, but creating meaningful new products is the difference maker.

Conclusion

When picking a business continuity solution, you want nothing but the best. A solution that offers everything you need and doesn't sacrifice quality. This means finding a solution and partner that fit your needs and will help you grow, and protects your data as well as your best interests. With these 6 tips, you'll have all your bases covered when it comes to proper business continuity.

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