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10 KEY FEATURES
EVERY MSP NEEDS
TO COMPETE IN THE
DR-AS-A-SERVICE
MARKET

DRaaS is expected to grow *52%* between 2014 and 2019.

The backup, recovery and business continuity market is hot. Customers increasingly depend on their applications and data to run their businesses.

So they need rigorous protection from data loss, IT outages, and the sundry disasters that can put them out of business. The result is a growing profit opportunity for MSPs.

But lots of MSPs are chasing the backup opportunity. And customer expectations are rising fast. That's why any MSP hoping to compete successfully for a piece of the growing DR-as-a-service pie needs to bring some serious game to the table.

Simply put, low-end backup utilities just don't cut it anymore. Instead, MSPs have to deliver enterprise-class backup, recovery and business continuity capabilities to all their customers across the board— regardless of their size. And they need technology that empowers them do so reliably and profitably.

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7 CAPABILITIES THAT MSPS NEED TO BE ABLE **TO OFFER** TO CUSTOMERS INCLUDE:
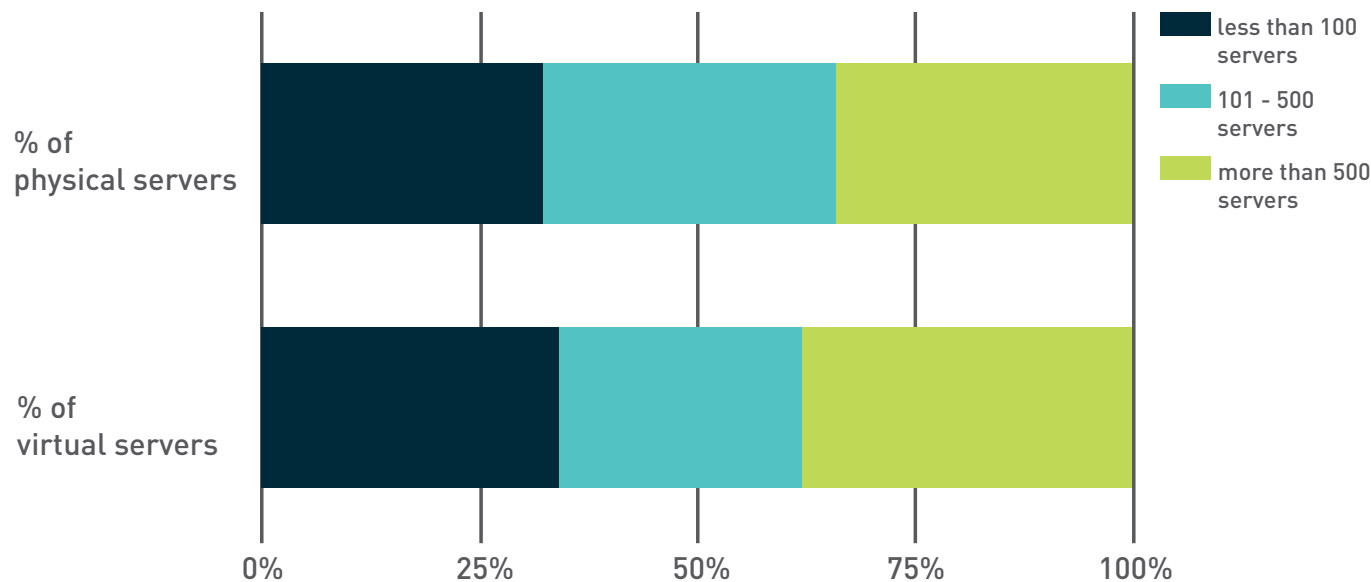
1 FULL RELIABILITY

MSPs often find that backup solutions don't work as advertised. This undermines their relationships with customers and eats away at valuable time and profits. First and foremost, MSPs need backup technology that work in the real world and can be counted on in an emergency.

2 SUPPORT FOR PHYSICAL AND VIRTUAL SERVERS

Almost all customers in all market segments still have a mix of both. So you can't deliver complete protection unless you can protect and restore both types of servers with a single solution.
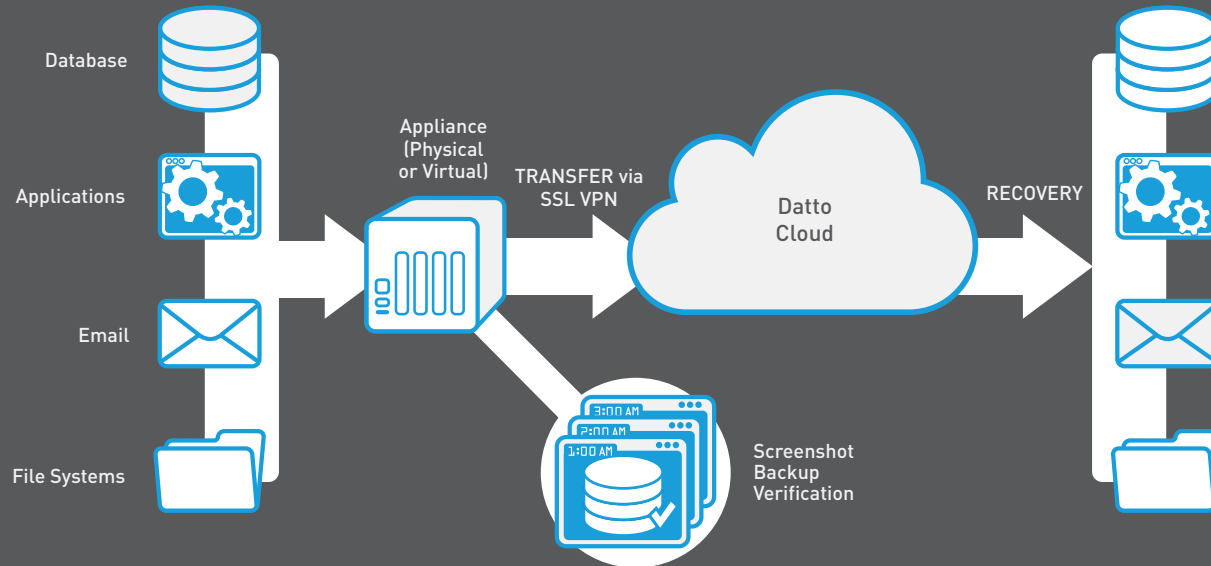
Current server infrastructure at today's business

Legend:
- less than 100 servers
- 101 - 500 servers
- more than 500 servers

% of physical servers

% of virtual servers

0%   25%   50%   75%   100%

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Hybrid Cloud Backup Overview

Database

Applications

Email

File Systems

Appliance
(Physical
or Virtual)

TRANSFER via
SSL VPN

Datto
Cloud

RECOVERY

3:00 AM
2:00 AM
1:00 AM

Screenshot
Backup
Verification

③ HYBRID CLOUD ARCHITECTURE

Customers expect to be able to back up their applications and data in the cloud. But for rapid (as fast as 6 seconds) recovery from a recent recovery point, they may want a locally available image as well. Your best bet is therefore to be able to offer the flexibility of both local and cloud-based protection with a hybrid based model.

④ FIXED/PREDICTABLE MONTHLY PRICING

Customers hate surprises—especially when it comes to monthly cloud storage costs. Time-based cloud retention (TBCR) empowers you to make a commitment that other MSPs offering volume-based pricing only may not be able to make: a fixed, predictable monthly invoice amount regardless of data growth.

⑤ HIGHLY EFFICIENT "CHANGES-ONLY" BACKUP

Customers can't afford to have their applications get bogged down by massive backup traffic across their Internet connection—especially if they need to do frequent backups during business hours. The best backup solution is therefore one that minimizes disruption by ensuring that only incremental changes in databases and other files have to be transmitted across the network.

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6 SAAS PROTECTION

The SaaS solutions many customers are adopting for CRM, HR and other business requirements are theoretically "disaster-proof" since they run on redundant cloud infrastructure. But customers still appreciate having separate protection for their SaaS data under their own control—especially if they decide to part ways with their SaaS vendor down the road, or human error intervenes and causes deletions.

7 ENTERPRISE FILE SYNC AND SHARE

Business critical data is being created and accessed from more devices outside of the office each and every day. While mobile tools allow for convenience and productivity gains, data security is often put at risk. A comprehensive solution takes into account how businesses access files and will offer an enterprise file sync and share solution, which allow businesses to share, access, and synchronize files from anywhere, using a desktop, laptop, or mobile device, while avoiding a public third-party cloud.

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3 CAPABILITIES
THAT MSPS NEED
FOR THEIR OWN
OPERATIONAL
ADVANTAGE INCLUDE:

1 A SINGLE, UNIFIED ARCHITECTURE AND MANAGEMENT TOOLS ACROSS ALL MARKET SEGMENTS

MSPs that have to "cobble together" different products from different vendors to achieve the above capabilities will have lower margins and bigger headaches. A single, unified solution set makes it easier and more profitable to deliver competitively superior DR-as-a-service to customers large and small.

2 DAILY VISUAL EMAIL BACKUP INTEGRITY CONFIRMATION

Backing up data isn't enough. It's also critical to ensure the integrity of those backups—so there are no unpleasant surprises if and when an outage occurs. MSPs can therefore benefit significantly from a solution that automates validation of backup integrity and provides regular pro-active notification thereof.

3 GREAT INSOURCED TECHNICAL SUPPORT

When technical problems occur, MSPs can't afford to waste time waiting for a return call or talking to someone who is less than 100% competent. In fact, quality pre- and post-sales technical support—preferably co-located with the backup solution vendors' product management team—can be as important to an MSP as the technical features of the solution itself. Demand 24/7/365 support.
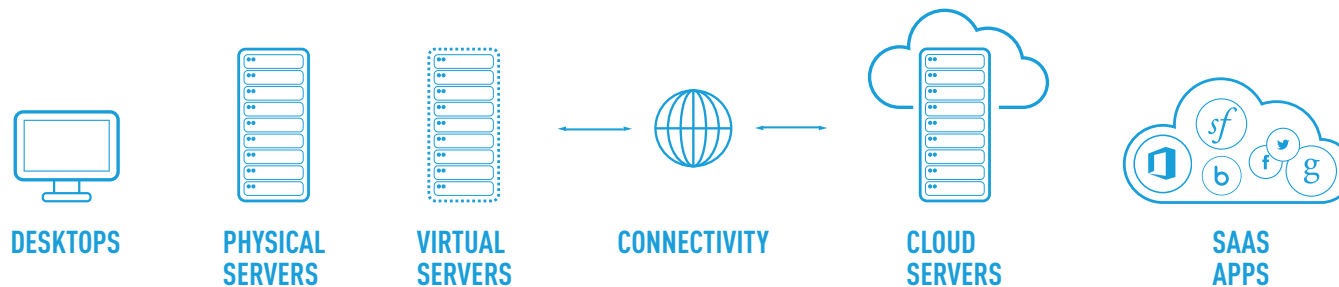
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The good news for MSPs is that they can get all this and more from one vendor: Datto. The Datto SIRIS line of backup, recovery and business continuity solutions addresses customers with data volume ranging from 500GB to 60TB and beyond. It offers the choice of both dedicated on-site hardware and virtual implementation. It protects both virtual and physical servers. And it offers multiple subscription models for cloud-based data protection.

In addition to scalable, feature-rich solutions, Datto is dedicated to MSPs' ability to yield a strong margin. This means the channel-only vendor does not charge extra for existing or new features, does not charge for DRs, and offers a 3-year insurance policy on all hardware. This unique combination of technical superiority and comprehensive market coverage makes Datto SIRIS a substantial competitive advantage for any MSP seeking to maximize both sales and margins in the lucrative DR-as-a-service market.

If you're an MSP decision-maker and you're looking to make the right technology choice for your company's DR-as-a-service go-to-market strategy, we invite you to contact us today to learn more about what our SIRIS solutions can do for you. We're sure you'll agree that you'd rather compete in this market with Datto solutions than against them. Learn more at datto.com.

TOTAL DATA PROTECTION

DESKTOPS   **PHYSICAL SERVERS**   **VIRTUAL SERVERS**   **CONNECTIVITY**   **CLOUD SERVERS**   **SAAS APPS**

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