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EBOOK

Selling BCDR made MSPeasy

MSP tips and scripts for nailing
the BCDR pitch



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Introduction

Many MSPs struggle to clearly communicate the value of a true business continuity and disaster recovery (BCDR) solution to small business clients. The 2026 Kaseya State of the MSP Report found that 71% of MSPs consider acquiring new customers their biggest challenge. So, what's the deal?

For starters, many business owners don't understand how a BCDR solution differs from traditional backup. The more cost-conscious business owner may find it difficult to justify spending more for data protection than they have in previous years, particularly when they've never suffered any severe data loss or outages. Then there are those individuals who have no idea what cybersecurity or ransomware means (or why they should care). Sigh. That said, to nail the BCDR pitch, MSPs must take the time to nurture their customers and prospects with educational content.

In this eBook, you'll learn how to explain the benefits of a fully managed BCDR solution over traditional backup products from successful MSPs who've got it down to a science. You'll also learn real-world examples on how BCDR products can reduce the financial impact of an outage (i.e., business downtime) and access a one-page pitch script for arguing your case.



BCDR is a tough nut to crack for a lot of organizations. Many organizations pay for BCDR solutions, thinking they have them protected, but they don't. Before we introduce change to a client environment, we need to understand what we are building on top of. BCDR is the foundation on which we build our practice. If there are cracks in the foundation, we have a great solution (Datto SIRIS 5) to fill those gaps."

Robert Thurston,
Chief Operating Officer, Vicinity

Bonus FREE tool

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MSP's BCDR maturity**

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Calculate the cost of downtime

Even a few hours of downtime can be devastating for a business. When a business is down, customers cannot make purchases or access account information. Employees can't work and lost revenue quickly adds up. There was a time when taking days or weeks to recover didn't have the lasting impact it does now. Tape backups that required physical transportation were reliable enough for the time. But in 2026, businesses can't wait weeks or even days to get moving again. In today's world, downtime is no longer acceptable. The good news: BCDR solutions eliminate downtime. Companies that don't make BCDR implementation a priority are just asking for trouble.

From server failures and power outages to cyberthreats, downtime can be caused by a number of factors. According to research by Oxford Economics, downtime costs businesses roughly **\$9,000 per minute**, or \$540,000 per hour. The longer recovery takes, the more severe the financial impact and damage to reputation become.

These are figures no company can afford. Think about the number of employees affected by a disaster, their wages, the associated overhead costs and the revenue lost because of the disaster and add it all up for every hour of downtime. Add to that the negative impact of a downtime incident on a company's reputation (i.e., loss of trust and/or business), and you've got a significant blow to the bottom line on your hands.

Manual backups and outdated tools are no longer sufficient. Solutions created 40 years ago solved different problems. Backup tools that add more work for employees aren't optimal. People make mistakes. The modern threat landscape has evolved dramatically.

Customers who cling to outdated or manually driven backup processes may achieve the goal of backing up their data, but they can't guarantee its availability when needed, nor can they ensure the process is actually working. Business continuity cannot be guaranteed with backups that are dependent on employees remembering to copy data at the end of the week. That means automation. In particular, a hybrid cloud backup promotes continuity.



"Backup is like insurance. You don't need it until you need it. And sometimes, when you've realized you need it, it's a little bit too late."

Keith Burton,
CEO, DataSHUR Corporation



The most cost-effective solution for companies looking to back up critical workloads is cloud-based. In 2026, resistance to the cloud due to reliability concerns is no longer sensible; it's just holding organizations back. Hybrid cloud-based backup solutions give companies access to a local backup stored onsite and an additional copy of their entire network stored in the cloud. The local backup enables quick access to data when necessary. Meanwhile, the cloud keeps another copy available to fail over in the event of a larger-scale issue, helping companies avoid extended downtime. Hybrid cloud backup gives organizations the security they need to quickly get back up and running for both small and major data disasters.

No company is immune to data disaster. Revenue lost from extended downtime is far too substantial to risk. Outdated technology is not the solution.

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Checklist to choose the right Microsoft 365 backup solution for your clients

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Companies that want security for the growing list of threats need to consider what they stand to lose, as well as the solutions designed to minimize downtime entirely.

The RTO/RPO pitch is a great way to quickly justify the higher cost of an all-in-one business continuity and disaster recovery (BCDR) solution compared to a plain-old backup solution. The goal is to highlight the value of business continuity versus backup. Here's a quick and easy way to do this using Datto's free [Recovery Time Calculator](#). See how it works.



Step 1 – Determine the amount of downtime the company faces

When meeting with potential customers, start by evaluating the amount of time it takes to recover data — either locally or from the cloud — in the case of data loss or disruption. You'll need the following metrics during said evaluation:

Critical system data: X GB

Critical system data is the amount of data lost in a scenario resulting in employee downtime.

Time between backups:

X DAYS X HOURS X MINUTES

The interval at which your backups take place. This is used to check the recovery point objective.

Recovery process start:

X DAYS X HOURS X MINUTES

The time required to initiate a file or system recovery, including alerting a managed service provider and configuring the recovery point.

Estimate downtime:

X DAYS X HOURS X MINUTES

The amount of downtime is determined by adding the RECOVERY PROCESS START TIME to the amount of time it takes to fully recover lost data (LOCAL RECOVERY TIME).

The speed at which lost data is recovered depends on whether it's being restored locally or from the cloud.

Local speed: The default local restore speed is based on a typical gigabit connection.

Cloud: The default cloud restore speed is based on the average internet connection speed of businesses in the U.S.

Example:

- RECOVERY PROCESS START TIME: 1 Hour
- LOCAL RECOVERY TIME: 1170 seconds
- RECOVERY PROCESS START TIME + LOCAL RECOVERY TIME = DOWNTIME
- $1\text{HR} + (100\text{ GB} / \text{LOCAL SPEED}) = \text{DOWNTIME}$
- $1\text{HR} + (819200\text{ MB} / 700\text{ Megabits Per Second (MBPs)})^* = \text{DOWNTIME}$
- $1\text{HR} + 1170\text{ seconds} = \text{DOWNTIME}$
- $\text{DOWNTIME} = 1\text{HR } 20\text{MIN}$

*Takes into consideration network traffic

Note: Since local recovery is faster than cloud recovery, it results in less downtime.

See why Xtona trusts Datto for business continuity of clients

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Step 2 – Determine the cost of downtime

Once you've estimated the amount of downtime the company faces in a data loss or outage scenario, use the calculator to find the hourly cost of downtime.

The cost of downtime is first determined by the total cost of each employee's time. This includes employee wages, overhead costs (subscription costs, benefits, etc.), and revenue lost as a result of the employees not working (sales opportunity loss). It could also include an e-commerce site that is down and no longer generating sales due to a system outage.

Example values:

- Employees Affected: 10
- Average Wage: \$25/HR
- Overhead Costs: \$100/HR
- Revenue Lost: \$250/HR
- Total Cost of Downtime: \$600/HR

Plug it in:

- $(\text{EMPLOYEES} * \text{WAGE}) + (\text{OVERHEAD} + \text{LOST REV}) = \text{COST OF DOWNTIME}$
- $(10 * \$25/\text{HR}) + (\$100/\text{HR} + \$250/\text{HR}) = \text{COST OF DOWNTIME}$
- $(\$250/\text{HR}) + (\$350/\text{HR}) = \text{COST OF DOWNTIME}$
- $\text{COST OF DOWNTIME} = \$600/\text{HR}$

So, here's what you say: "RTO, which stands for recovery time objective, is the length of time it takes for you to restore business operations following an outage."

You may also be interested in

eBook: The ultimate guide to BCDR

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Next, explain to them why they should care about this metric. “Sure, you have backups, but what if the power goes out? Have you considered the time it would take to restore the backups in case the power goes out? With the solution you’re currently leveraging, it could take days. For some companies, this isn’t a big deal — they can function offline just fine. For your business, how much downtime could you afford?” See what I did there?

Many people assume that a backup is a backup. And in a way, that’s true — all backup products create a copy of data. But not all backups are created equally when it comes to restoring data and applications. You have to talk to them about the time to recover.



According to [the State of BCDR Report 2025](#), only 40% of businesses feel confident in their backup systems’ ability to protect critical data in the event of a crisis.

The report also reveals a significant disconnect between perceived recovery capabilities and actual performance. While more than 60% of respondents believed they could recover in under a day, only 35% were able to do so during actual downtime events.

Many businesses still rely on fragile manual processes. For example, one of STCNtech’s clients backed up multiple Hyper-V hosts to USB drives. Technically, the data was stored elsewhere, but in practice, restoring it would have taken days.

As [Bruce Sarte](#), COO of STCNtech, puts it: “It’s great that you’re backing it up. But if something goes sideways, restoring it is going to take forever. You could be down for days.”

When talking to prospective customers about BCDR, clarify next steps by encouraging them to review their current backup methods. Ask them to identify potential risks and discuss how quickly their business could recover from a failure.

“

“I like the ability to tell clients, ‘No matter what happens, we can get you back online.’ Even if a car crashes into your building, an airplane lands on your office, there’s a flood or somebody steals your server, we’ve got you covered.”

[Keith Burton](#),
CEO, DataSHUR Corporation

The RPO pitch

Scenario: Let's say a prospective customer or current client is using XYZ backup software to back up 500 GB of data daily. You know from experience that restoring 500 GB of data using the XYX product will take a minimum of 3 hours, assuming you don't need to acquire any new hardware.

First, ask: If your business systems were down for 3 hours, what would that downtime cost you in lost revenue?

What about a whole day?

Next, explain: You need to think about the recovery point objective, or RPO, of your business. Your RPO refers to the amount of data that your company stands to lose between backups. So, let's say you created 10 GB of new data in a day, and a pipe burst, flooding a server at 4 pm. If your previous backup occurred at 6 pm the night before, that 10 GB of data is gone, lost forever. That's why it's standard practice for today's businesses to take periodic data backups throughout the day.

Wrap it up: So, knowing this information, it's also important that you know that it is nearly impossible to schedule periodic backups throughout the day using XYZ backup software. With your current solution, you're facing the loss of a day's worth (or more) of work. I'm sure you realize this 100% translates into revenue loss.

When a business owner can put a dollar value on what they stand to lose, it's much easier to explain the value of a BCDR solution. In other words, revenue loss is more likely to resonate with a businessperson than data loss.

Disaster recovery (DR) testing is essential for meeting RTOs and RPOs, yet many organizations don't test often enough. According to the State of BCDR Report 2025, 21% test quarterly and 13% annually, leaving a significant number unprepared for unexpected downtime.

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10 pro tips to sell BCDR more effectively

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The brand reputation pitch

As noted above, many small business owners don't understand that not all backup solutions are created equally when it comes to recovery time. Depending on the products you choose, recovery of business-critical systems can be very time-consuming, and the financial impact of business downtime can extend beyond just revenue loss. Downtime can have a serious impact on a company's reputation. This is an important concept to communicate to prospects as well.

One way to illustrate this to potential customers is to ask them to imagine how their customers would react if they were unable to serve them for an extended period — say, an entire day. Consider the nature of the business and tailor the message accordingly. For example, a day of IT downtime isn't going to impact the reputation of a local restaurant in the same way it will impact a small law firm. Look to your own business for examples. If you have a client who left another IT service provider because they couldn't recover IT operations quickly, you might build their story into your pitch.

Security breaches can negatively impact a business's reputation, particularly in industries that handle sensitive customer data. While a BCDR solution isn't exactly a security tool, it does allow users to recover from a security breach quickly.



"There's so much value working with Datto. They're great with the marketing development funds (MDF) program, which we leverage a lot to promote unique events to clients, showing them the real value of how Datto solutions can help save their businesses."

Nicolas Côté,
Cybersecurity Practice Manager

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Too many backups, not enough profit: A smarter way forward

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Build sales expertise

You've got the information you need to educate prospective clients about the value of BCDR. That's a good start, but technology doesn't sell itself. So, you still need to dedicate time and resources to sales.

As noted at the start of this eBook, there are two ways to build sales expertise: hire someone with sales experience or dedicate someone already on staff. If you are serious about growth, hiring skilled salespeople can make a big difference. However, this might not be in the budget for some shops. Many shops don't have the bandwidth to focus on sales and business development. They already have their hands full doing what they do best — monitoring, improving or repairing clients' IT infrastructures.

So, how do you carve out the time necessary to dedicate to sales and marketing, even if it's only part-time? Let's say you are the owner of an MSP with five full-time employees (including yourself). What's stopping you from training your most senior employee to take over some of your technical responsibilities? Or if you aren't sales-inclined, perhaps one of your employees is a good fit for taking on a sales role.

Once you have someone dedicated to sales, it is essential to focus your efforts on finding customers who are a good fit for your business. This comes up again and again in conversations with successful MSPs — not every client is a good client. This can be a really tough pill to swallow when you are just getting started in the IT services biz. When you don't have a lot of clients, it's difficult to turn anyone away. But you need to stop chasing every opportunity and focus on the right ones. You must know when to say no.

Identifying good customers starts with research. What is the company? Are they subject to compliance regulations? Identify those things, see if they are subject to certain regulations and go in with that pitch.

Many small businesses are so focused on up-front technology costs that they miss an obvious point. The cost of downtime can be much greater for their business. When prospects don't understand this concept, you shouldn't bother pursuing them.

Pitching BCDR to prospects

Why you need a BCDR solution

Every organization needs a robust business continuity and disaster recovery plan. Yet data protection is often overlooked, despite the serious risks of ignoring it. So, why should you care?

Downtime is expensive

If your employees or customers do not have access to essential applications and data, productivity and revenue will be directly affected. While this sounds obvious, many organizations do not consider the actual costs of downtime. To better understand the cost of downtime, consider the following example. Let's say your business has 100 employees, the average hourly revenue is \$1,500 and the backup data set is 2 TB. Given these parameters, a full restore from a local backup using traditional backup software would take over 8 hours. The associated downtime would cost \$34,000 in lost revenue. Some modern data protection products allow applications to run from the backup device or in the cloud. This allows users to continue operations while primary application servers are restored. Choosing a BCDR solution designed to reduce downtime makes good business sense.



Backup alone is not enough

You'd be hard-pressed to find a business today that doesn't conduct some form of data backup. But what happens if a flood wipes out your primary and backup servers? Sending a copy of data off-site for disaster recovery should also be considered essential. Historically, this meant sending tapes to a secondary location, such as a tape vault. As noted above, modern BCDR products can run applications from backup instances of virtual servers, and some can extend this capability to the cloud.

This approach is frequently called cloud DR or Disaster Recovery-as-a-Service (DRaaS). The ability to run applications in the cloud while on-site infrastructure is restored is widely considered to be a game changer for disaster recovery.

Not every disaster is a widespread natural disaster. In fact, most IT downtime is caused by accidental (or intentional) data deletion, hardware damage and poor security practices. For example, a recent Panda Security study found that **nearly 25% of Americans skip basic protections**, such as VPNs or antivirus software, when connecting to public Wi-Fi. As a result, almost 40% report experiencing security incidents after using these networks. A crypto locker attack or virus can halt operations just as easily as a burst pipe or a power surge. These disasters occur regularly, and the associated downtime costs build over time. Having technology in place that allows your business to continue operations following these small disasters is equally, if not more, important than protecting against a hurricane that may or may not occur.

Business continuity is everyone's concern

Data is essential for all types of organizations today, so ensuring access to applications and data following a disaster is critical. But it's just one piece of the data protection puzzle. Evaluating your business's ability to restore IT operations can be a good starting point for company-wide business continuity efforts. Good **business continuity planning** should consider the business as a whole, with the goal of developing business resilience. In fact, many business continuity planning efforts start with a business impact analysis or risk assessment — these studies can reveal weaknesses in your business's ability to continue operations that extend far beyond IT.

Help clients understand the value of BCDR

Justifying the higher cost of BCDR solutions to cost-conscious small businesses is definitely a challenge. However, if you focus your efforts on finding the right companies and communicating the right message, it can be easily overcome.

As noted above, customer education is an essential piece. On the following page, you'll find a handout explaining the benefits of BCDR over other data protection solutions. It communicates the value of BCDR to business owners and decision-makers in clear, easy-to-understand terms.

While you're at it, see Datto in action to discover how our all-in-one BCDR solution protects your clients' business-critical data no matter where it resides.

[Get a demo](#)

