

The Datto Advantage

Products Built for the MSP



datto

datto

A PROMISE TO OUR PARTNERS

At Datto, we use technology to reinvent the MSP experience, creating the best tools and programs possible to drive you—our partners—to succeed.

We are fanatical about MSP success and we're driven to build the best tools for you.

We build open, partner-centric solutions, creating the building blocks that empower you to be the best for your customers.

We are committed to your success, existing to support your business and unlock your potential.

We are blazing a path to the future, moving the industry forward by seeking what's next and reinventing it for you.

We encourage you to read on for a look at our full product lineup and how our MSP-delivered IT solutions have helped drive success across the world.

At Datto, we believe there's no limit to what your business can achieve with the right technology.

The Datto Advantage

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PARTNER SUCCESS STORIES



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In our weekly video series, Datto's Founder Austin McChord explains some of the great features Datto has to offer.
datto.com/resources

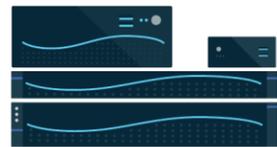


Check out the Datto blog to learn about new product features. We also serve up the latest industry views, tips, and how-tos.
datto.com/blog

What We Offer

Datto products empower our community of Managed Service Provider partners with the right technology, business tools, and support to enable each and every one of their customers to succeed. It's an approach that has made us the world's leading innovator of MSP-delivered IT solutions.

Unified Continuity



SIRIS



ALTO



Datto File Protection



Datto SaaS Protection

- Microsoft 365
- Google Workspace



NAS



Datto Cloud Continuity for PCs

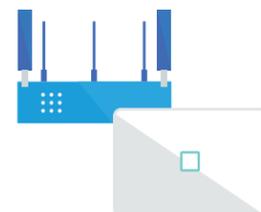
Networking



Datto Networking WiFi



Datto Networking Switches



Datto Networking Edge Routers

Business Management



Autotask PSA



Datto RMM



Datto Commerce

File Sync & Share



Datto Workplace

Datto Unified Continuity

Protecting Business Data
No Matter Where It Lives

SIRIS
ALTO
NAS

Datto SaaS Protection
Datto Cloud Continuity for PCs
Datto File Protection

UNIFIED CONTINUITY

Total Data Protection Built For MSPs

Business Data Is Under Attack More Now Than Ever Before.

Critical business data lives on servers, personal devices, and in the cloud. If any of that data is compromised or breached, companies are vulnerable to significant revenue loss and even failure. With 85% of MSPs reporting attacks against SMBs in the last two years, MSPs need a powerful solution that protects against ransomware, accidental deletion, and disasters no matter where the attack occurs.

Protecting Business Data No Matter Where It Lives

Datto Unified Continuity gives MSPs the **comprehensive tools** necessary to protect their clients' files and applications, whether they live on local servers, SaaS applications, or end-user computers. Built specifically for MSPs, Datto offers data protection solutions businesses can rely on, regardless of size or infrastructure. With a wide array of restore options to match any recovery scenario, Datto Continuity provides peace of mind knowing critical business data can be restored in seconds and normal business operation can continue.

The Purpose-built Backup and Recovery Cloud

The immutable Datto Cloud is the purpose-built backup and recovery cloud that provides maximum flexibility for MSPs and their clients. The Datto cloud is the backbone for Datto Unified Continuity by not only providing offsite images of backups but protecting them from harm through multiple layers of security. MSPs can be assured that their client's data is secure and recoverable. And in the case of a recovery, the Datto Cloud offers more functionality and better performance at a lower cost than similar solutions.

- Exclusive Cloud Deletion Defense™ to protect SIRIS backups
- Geographically distributed for safety and data sovereignty
- Multiple security layers including 2-factor authentication
- Proven technology serving over 10,000 restores per month
- Exabyte scalability supporting over 1 million end-clients
- Remarkably simple pricing with no hidden fees.

THE DATTO ADVANTAGE

DATTO'S INNOVATIVE TECHNOLOGY AND COMMITMENT TO EXCELLENT TECH SUPPORT MAKES DELIVERING BUSINESS CONTINUITY AND DISASTER RECOVERY AS A SERVICE (DRAAS) EASIER THAN EVER.

Saved from a Costly Mistake

How the Datto solution had one company back on its feet within minutes after disaster struck.



In early 2018, software development house **Ballistic Echo** realized just how thankful it was to have followed the advice of its MSP, Canada-based **Sawback IT**.

One of only a handful of Xerox Personalized Application Builder Authorized Partners worldwide, Ballistic Echo develops thousands of lines of source code each day.

It started as a typical day of coding. And then, disaster struck. Human error caused thousands of lines of unique code to be deleted before the large project was pushed to source control. Multiple hours of time, revenue, and work were lost in an instant. Manually recreating the work would have

been virtually impossible.

Yet within minutes, Ballistic Echo was able to restore the most recent backup themselves and recover 100% of the data.

In the past, Ballistic Echo utilized a file-level backup solution. It took hours, days or even weeks to restore lost data. In October of 2017, Sawback IT implemented the Datto Continuity solution, an image-based business continuity and disaster recovery product. It gave Ballistic Echo full control of its data backup frequency and restores.

"The client was self-sufficient and in complete control," Sawback IT President Todd Scheven noted. "The fact that they so easily logged in and restored their own data is a testament to how intuitive and easy the Datto solution really is."

Scheven has been in business for over 23 years, protecting nearly 100 clients from large enterprise markets to small family owned businesses. Sawback IT, a division of LANslide Integration Services Inc., offers business continuity and cyber security services to keep their clients up and running, uninterrupted.

"Trust is the cornerstone of every relationship and we've worked hard to become our client's trusted advisor that they know they can rely on," Scheven added.

It's a question companies must ask themselves, since disasters will inevitably strike: Are we prepared? For Ballistic Echo and the Datto Continuity solution, the answer is a confident yes.

"The fact that they so easily logged in and restored their own data is a testament to how intuitive and easy the Datto solution really is."

Todd Scheven, President, Sawback IT

SIRIS

SIRIS is the first fully-featured total data protection platform delivered in a single integrated package. Users can easily protect physical, virtual, and cloud infrastructure running on Windows, Mac, or Linux. The newly upgraded SIRIS 4 and 4X appliances deliver record virtualization boot time and performance, resilient backups, and reliable BCDR for MSPs servicing clients of any size, all in a robust, ambient piece of hardware.

- Automated backups as often as every five minutes
- Server images replicated to the Datto Cloud for disaster recovery
- Data restored from any point in time
- Virtualize protected servers locally or in the Datto Cloud

SIRIS can be deployed as a physical or virtual appliance, or as software only. All three deployment options leverage Datto's award-winning core technologies, service, support, and management portal.

SIRIS 4

Hardware (1TB – 100TB)

Get Back to Business in Minutes

Device capacity ranges from 1TB to 100TB, with field upgrades available to provide additional capacity as businesses grow.



SIRIS 4X

SIRIS 4X

All Flash Hardware (1TB – 48TB)

Redefining Performance for the BCDR

SIRIS 4X provides the full feature set of the SIRIS platform with the performance of flash for local virtualization of protected servers.

SIRIS 4 and 4X appliances come with:

- Latest generation Intel Skylake and Cascade Lake CPUs to run complex virtualized environments smoothly
- High-endurance cache drive with Intel's Optane NVMe SSD for virtualization in as little as 6 seconds
- Error-correcting (ECC) RAM ensuring no data corruption
- Datto's smallest BCDR device ever in the form of the SIRIS 4X Business

SIRIS Virtual

SIRIS Virtual appliance provides the full-feature set of the SIRIS platform for businesses that prefer implementing a virtualized service. SIRIS Virtual supports VMware vSphere and Microsoft Hyper-V and is available in an array of local storage options, ranging from 1TB to 60TB.

In addition, SIRIS is fully integrated with VMware ESX and Hyper-V, enabling Instant Virtualization in VMware instead of the native KVM hypervisor used in SIRIS hardware or imaged appliances.

SIRIS Imaged

SIRIS Imaged is a SIRIS appliance built using a USB imaging tool. It converts a wide array of backup and disaster recovery (BDR) appliances, and other user-provided hardware, into a full feature Datto SIRIS appliance. Simply insert the USB key into available hardware and SIRIS Imaged will install the entire SIRIS platform.

BUSINESS OPERATIONS CONTINUE LOCALLY ON THE SIRIS 4X AT TOP PERFORMANCE WHILE PRIMARY SERVERS ARE RESTORED.

ALTO 3

BCDR 2TB

The Total Data Protection Platform Built for Small Businesses

With ALTO 3, MSPs can easily protect any physical or virtual infrastructure running on Windows, Mac, or Linux, and spin up lost servers in minutes in the secure Datto Cloud—without the need for additional tools.

- Backup automatically as often as every five minutes to a local device
- Replicate backups to the Datto Cloud for disaster recovery
- Recover granular data quickly from multiple points in time
- Use Datto Cloud Virtualization to spin up lost servers

ALTO 3 COMES WITH A ONE-YEAR SERVICE COMMITMENT. NO HARDWARE COST UPFRONT, ONLY A MONTHLY SERVICE FEE.



ALTO 3

NAS 4

Cloud Protected Network Storage

Datto NAS 4 is a network-attached storage device (1TB – 10TB), centrally managed and protected in the secure Datto cloud. Like the SIRIS product line, Datto NAS has both spinning disk and all-flash devices.

- Protect large datastores
- Easily share files and folders on the local network
- Replicate NAS snapshots to the Datto Cloud without any additional infrastructure investment

Continuity Platform (IRIS) Features

Powering Datto's award-winning Backup and Disaster Recovery solutions

IRIS is the OS and Application stack that powers our award-winning Backup and Disaster Recovery solution on ALTO, SIRIS, and NAS devices. IRIS features include:

Image-Based Updates - significantly reduce errors in the update process and create consistency across the entire fleet of active Datto devices.

Inverse Chain Technology™ - eliminates broken backup chains

Advanced Backup Verification - provides 100% confidence in your backups with automated checks for ransomware, disk, app, and service errors, and boot issues to ensure backup viability

Instant Virtualization - virtualize any image instantly in the Datto cloud or directly from the Datto device

Hybrid Virtualization - combines instant off-site virtualization and the single click connectivity of instant local virtualization

Infinite Cloud Retention - keeps data in the Datto Cloud indefinitely

Ransomware Protection - actively monitors backups using proprietary methods for detecting ransomware

Rapid Rollback - restore file systems to working order after major unwanted changes have occurred, without needing to reimage the entire machine

Fast Failback™ BMR - minimize downtime during a metal restore by virtualizing the server and automatically copying new data to the production machine once the BMR has finished

Direct Restore Utility - enables users to pull files from any Windows device using iSCSI

Backup Insights™ - exclusive technology enables users to identify file or application changes between any two backup points

Geo Replication - automatically sends backups to a secondary datacenter within the same region (US, Canada, and EMEA)

NAS Guard - Datto devices can mount other network storage devices, and automatically schedule and copy data from the other devices to the Datto device. Once under the NAS Guard umbrella, this data is protected.

Cloud Continuity for PCs

All-In-One BCDR for PCs with Simplicity Built In

Cloud Continuity for PCs is a reliable, easy-to-use BCDR solution for endpoint devices. Using image-based backup technology, it provides appliance-free PC backup directly to the Datto Cloud.

With Cloud Continuity, MSPs have the ability to get clients back up and running efficiently in the event of a PC loss or failure. Retrieve locally stored business data easily with file and folder restore, restore the entire PC image to a new device, or rollback easily from a ransomware attack or bad application update.

Automatic screenshot verification provides confidence that reliable, successful backups are achieved and can be restored on demand. Easy purchase and management through the Datto Partner Portal means MSPs can remotely support client endpoint devices with the following:

- Recovery of individual files and folders
- Rollback from ransomware attacks
- Full restore of application and data
- Pause and delete agents
- View the most recent screenshots
- No local appliance required

One Price, One Terabyte, Zero Complications

Cloud Continuity for PCs supports endpoint devices running Windows 7 or 10, with 1 TB of primary volume support per protected device, for one simple price.

There are no overage charges, no extra charges for virtualization or recovery, and backups are available with 1-year time-based retention (TBR) in the Datto Cloud.

Datto File Protection

Secure Business-Critical Data across Laptops and Workstations

Works Alongside an MSP's Existing BCDR Stack – Datto File Protection safeguards business-critical files, with fully automated service delivery and end-client functionality. It's cloud-based, and built from the ground up for MSPs

Centralized Configuration and Remote Deployment – Automated authentication and customer data backup without impact on end-user productivity

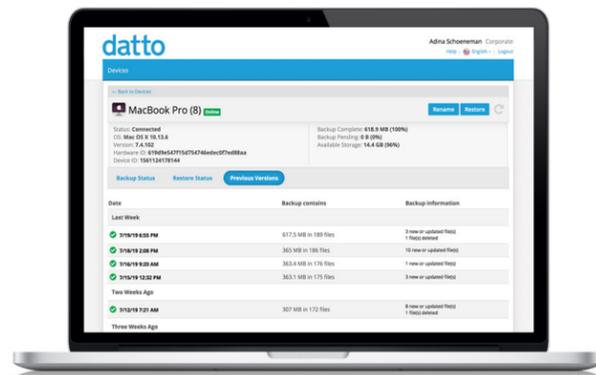
Automated Service Delivery – Automated ticket creation to any service desk and scheduled reporting capabilities in tandem with automated contract and billing management in Autotask PSA

Continuous File and Folder Backup – Backup locations are continuously scanned for changes, with backups functioning over any Internet connection. All files retain version history for up to 180 days

End-User Restore – End users can access their own backup files, helping to drive down support requests

Secure Infrastructure and Compliance

- More than 99.99% uptime
- HIPAA, GDPR, and SOC 2 compliance
- Data encrypted with 256-bit AES in transit and at rest
- Geo-redundant data centers



Datto SaaS Protection

Reliable, Secure Protection for Cloud Applications

Datto SaaS Protection is a cloud-to-cloud backup solution that offers comprehensive backup and recovery for critical cloud data in Microsoft 365 and Google Workspace. It is designed specifically for MSPs to protect their clients' SaaS data efficiently and manage client data retention, licenses, and cost.

SaaS Protection protects against permanent data loss and allows MSPs to easily recover clients' data following a ransomware attack with 3x daily, point-in-time backups. Backups are stored securely in the Datto Cloud with files, folders, settings, and permissions intact for fast restores whether you need to restore a single item or an entire user account.

SaaS Protection delivers backup, search, restore, and export for:

Microsoft 365	Google Workspace
Exchange	Gmail
Tasks	Google Drive
OneDrive	Calendar
SharePoint	Contacts
Teams	Shared Drives

Cloud Backup Tailored to MSPs

Datto SaaS Protection ensures that MSPs can access, control, and most importantly protect their clients' Microsoft 365 and Google Workspace data.

Beyond Files and Folders

A true SaaS Backup solution protects not just files and folders, but collaboration tools like conversations, calendars, and groups.

Complete Control

Automated point-in-time SaaS backups, capture relevant changes across the entire Microsoft 365 and Google Workspace platforms and provide an independent copy of data outside of SaaS provider servers.

Predictable Billing

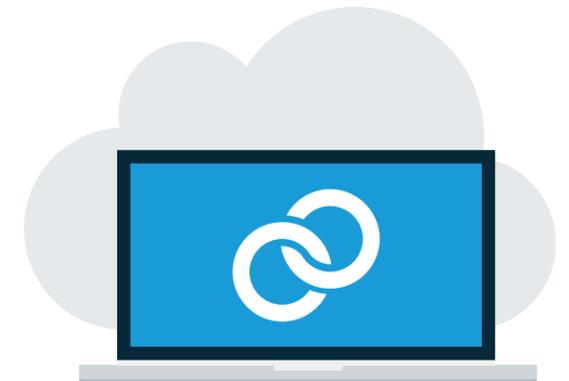
Discounts are applied to the total licenses sold across all of your clients, meaning that, the more you sell, the more you'll make.

Shared Responsibility

Meet business continuity, compliance, and security requirements beyond Microsoft 365 and Google Workspace limited native recovery capabilities.

Improve Efficiency

Get new clients up and running fast with streamlined onboarding and manage client backups from a single pane of glass.



Datto Networking

Reinventing How MSPs Do Networking

Datto Networking WiFi
Datto Networking Switches
Datto Networking Edge Routers

NETWORKING

The Most MSP-Centric Networking Product Line in the World

Networking and the Ever Changing Technology Landscape

In today's hyper-competitive, increasingly global economy, SMBs are faced with more communication, logistical, and system challenges than ever before. At the center of it all, these systems are completely reliant on the network. Without network and Internet access, productivity grinds to a halt and revenue is lost. That is when the SMB needs the expertise of a skilled MSP - and that is when the MSP needs a networking product line that delivers.

Managed Networking, Born in the Cloud

This is where Datto Networking comes in. The entire product line is purpose-built for you to deliver networking as a managed service. It includes intuitive cloud management, a lineup of reliable and capable hardware, and a long list of MSP-centric features that align to how MSPs deliver their service. Datto Networking solutions are designed to keep businesses up and running even if your ISP has an outage.

Solutions Optimized for Performance, Security, and Continuity

Datto Networking delivers uninterrupted, always connected network operation with fully integrated failover, always available cloud management, seamless WiFi roaming, self-healing capabilities, hardened security, and built-in safeguards designed to ensure maximum uptime. We have included solutions with specific capabilities and software features that streamline networking, enabling MSPs to increase efficiency and deliver optimized networks according to your specific needs.

- Datto Networking Access Points are designed for MSPs to ensure the best wireless performance to meet SMBs' needs. Every access point is simple to set up, cloud-managed, and easy to use. With self-healing mesh and self-optimization, you can deliver automated and reliable network service. Combined with the benefits of our WiFi-6 Datto access points, MSPs are able to deliver efficient and secure wireless networks, with expanded coverage for always connected WiFi.

- Datto Networking Switches seamlessly connect devices and users on the network, enabling users to work smarter and faster. Datto switches deliver plug-and-play integration with Datto Networking access points, simplifying how MSPs deploy and manage networks. With simpler networking designed for MSPs, SMBs will experience better performance, reduced downtime and the right networking capabilities for their specific business needs.
- Datto Networking Edge Routers have advanced security features including a stateful firewall, enhanced web content filtering, and robust VPN capabilities that enables MSPs to be confident that your SMBs will be protected against unwanted threats and attacks. With fully integrated 4G LTE failover combined with out of the box ready carrier service, Datto's edge routers enable our MSP partners to deliver continuous connectivity.

MSP Aligned

Datto Networking has one customer, the managed service provider. From simple deployments and management, to native Datto product integrations, to friendly pricing and warranties, Datto Networking was purpose-built for MSPs. We believe in the value of great products and an unwavering commitment to 24x7x365 customer service and support. This is networking for MSPs, the Datto way.

THE DATTO ADVANTAGE

DATTO NETWORKING'S INTUITIVE PRODUCTS DELIVER ADVANCED NETWORKING FEATURES FOR TODAY'S COMPLEX, EVER-SHIFTING NETWORKING ENVIRONMENTS.

Conquering a Hurricane in a Day

How a construction-focused consultant firm saved its client more than \$250,000 in potential missed business in the aftermath of one of the largest storms in a decade.

A total of eight hurricanes swept the Atlantic basin from August to September 2017, according to the Weather Company. Florida took the brunt of it, particularly from Hurricane Irma, whose devastation forecast major economic impact for the state.

FXStreet analysts reported Florida's real GDP for 2017 dropped by 2.5%, with estimated gross losses of nearly \$52 billion. Tourism and damage to citrus crops accounted for a large portion of the economic downturn.

Fortunately, industries like construction are helping to make up for some of the losses.

Klos Consulting has been delivering managed IT services to businesses in the southern coast of Florida for nearly 20 years. Eighty percent of their customers are in the construction industry. Construction is so integral to who they are, they're even members of the Construction Association of South Florida.

When Irma hit, the team at Klos Consulting was prepared. Their long-standing client PSI Roofing was also ready with a hurricane preparedness plan in place a week before the storm. Specialising in roofing, they were expecting an uptick in requests when the weather cleared. After they lost power post-Irma, PSI was able to boot up their systems with a generator the day after the hurricane settled. But they ran into an issue they hadn't anticipated: their Internet provider was down. As a result, the team at PSI couldn't field incoming work orders resulting from the storm damage.

PSI Roofing President Paulo Souza immediately got in touch with Klos Consulting owner Keenan Klos. He offered Souza a Datto Networking Appliance (DNA) that came with

a built-in router, WiFi, and 4G LTE failover. Within 15 minutes, Klos had set up the DNA for PSI and got them back online.

On a normal day, the team at PSI sees around 10 work orders. In the two days following Hurricane Irma, they received 200 work orders.

"Being able to operate the day after the storm was crucial for our business," Souza explained. "We were able to capture business opportunities in a way that many of our competitors couldn't because they lacked an Internet connection. Without Internet, we calculated that we would have lost \$250,000 in business."

Souza says PSI used the DNA for a full week following Irma. The company reverted back to its usual provider at that time, but the Internet connection was still patchy due to ongoing repairs. Rather than work around unpredictable downtime, PSI switched the DNA back on for a consistent Internet signal.

With the support from Klos Consulting and Datto's DNA, PSI wasn't only able to capture more business, but they were able to help a number of their clients open their doors again.

"We were able to capture business opportunities in a way that many of our competitors couldn't."

Paulo Souza, President, PSI Roofing



Networking WiFi

Efficient and Secure Cloud Managed WiFi

Datto access points are designed for MSPs to ensure the best wireless performance to meet SMBs' needs. Every access point is simple to set up, cloud-managed, and easy to use. With self-healing mesh and self-optimization, you can deliver automated and reliable network service. Combined with the benefits of our WiFi-6 Datto access points, MSPs are able to deliver efficient and secure wireless networks, with expanded coverage for always connected WiFi.

Born in the Cloud

WiFi begins in the cloud. For Datto Networking, it starts in the Datto Partner Portal, where MSPs can add access points with pre-configured settings directly to their network. With configurations set and stored in the same portal used to manage all Datto devices, an MSP can deploy WiFi networks in minutes. Simple, rapid deployment born in the cloud.

Self-Healing Mesh

All Datto Networking access points are mesh-enabled and get their power from PoE+ (802.3af/at). Access points work together to form a self-organizing, self-healing, encrypted mesh network with seamless WiFi roaming automatically enabled. That means no more dead spots.

Secure MSP Networking

Protected networks are productive networks, which is why Datto WiFi-6 APs include a dedicated scanning radio for advanced security and insights. Bolster your WiFi security offering and mitigate risks with wireless intrusion detection and advanced encryption methods. Pair this with WPA3 authentication, presence analytics, and automation, and you have a simplified WiFi security solution, built exclusively for MSPs.

Next-Gen Efficiency with WiFi-6

The Datto Networking WiFi-6 access points add advanced wireless performance to our MSP-focused AP lineup. The AP840 and AP840E are WiFi-6 enabled and Hotspot 2.0/Passpoint® ready, unlocking access to High Efficiency (HE) capabilities that deliver increased capacity, throughput, and power with multi-gig speed (3.6 gbps). The AP840 and AP840E access points offer four data streams that enhance network density and allow more users per AP, which lowers costs for businesses and provides a better overall WiFi experience for users.

Auto-Optimized with Expanded Coverage

Datto WiFi-6 APs leverage a high-powered Front End Module (FEM), or an integrated circuit with amplifiers, to boost power transmission and receiving sensitivity for longer range and coverage than a typical single radio. This enables MSPs to serve larger businesses and venues with at least 50% more coverage than the AP42/62 both indoors and outdoors (with optional external antennas). Datto WiFi-6 APs continue to bring the value of auto-optimized, self-healing, and encrypted mesh networking to MSPs so you can spend less time managing user disconnections and more time growing your business.



Networking Switches

MSP-Managed Switching

Datto Networking Switches seamlessly connect devices and users on the network. Switches include robust Layer 2 management features such as:

- Line rate switching
- Link aggregation
- Port isolation
- RSTP/STP
- IGMP snooping
- ACL
- VLAN
- SNMP

With five models spread across two series (L-Series and E-Series), Datto switches deliver plug-and-play integration with Datto Networking access points, simplifying how MSPs deploy and manage their customers' networks.

Proactive Monitoring

Datto Networking Switches are remotely managed in the Datto Partner Portal, so you can better monitor and proactively manage the network and all of the connected devices, including the ability to remotely enable, disable, or power cycle ports. You get visibility into any IP device's power consumption on a per port basis or across all connected devices.

Designed to Fit

With 8, 24, or 48 port options, and PoE budgets ranging from 55W all the way up to 740W, Datto Networking Switches are designed to accommodate virtually any sized network configuration a small to medium sized business might need. And with two 10Gb SFP uplink ports in the E24 and a new line of SFP transceivers, Datto continues to expand switch performance with new and improved hardware on the horizon and an updated cloud management interface available today.

WITH SIMPLER NETWORKING DESIGNED FOR MSPS, USERS EXPERIENCE BETTER PERFORMANCE, REDUCED DOWNTIME, AND THE RIGHT NETWORKING CAPABILITIES FOR THEIR SPECIFIC BUSINESS NEEDS

Edge Routers

Keeping the Internet up and Running, Even If the Internet Connection Goes Down.

The Datto Networking Appliance (DNA) is an all-in-one networking device that allows MSPs to deliver powerful networking to clients in a single compact device. The D200 delivers high-performance, cost-effective edge routing functionality for any small-to-medium-sized business. Both products offer automatic 4G LTE failover without requiring a contract with the wireless carrier.

The DNA is designed to deliver:

- A built-in edge router
- 802.11ac WiFi
- Stateful firewall
- Enhanced web content filtering
- Robust VPN capabilities

In addition to delivering 4G LTE failover, the D200 offers another level of LTE service—LTE Management. With LTE Management, if the primary Internet connection goes down, MSPs will still be able to manage the D200 or other Datto device remotely, including devices managed by Datto RMM. This new level of service offers more control at an affordable price point.

High Performance Routing

The Datto Networking Edge Routers deliver high-performance routing. The DNA incorporates an eight-core 2.4GHz Intel processor, 8GB DDR3, and 32 GB Industrial Compact Flash drive. It delivers throughput of up to 1.7 Gbps, performing up to 300% faster than other comparable models in the market. The D200 incorporates a Mediatek 7623A quad-core ARM processor, 1 GB DDR3, and 4GB eMMC Flash drive. It delivers line rate routing and can process up to 2+ million packets per second.



Datto Business Management

Powering the Business of IT

Autotask PSA
Datto RMM
Datto Commerce

BUSINESS MANAGEMENT

Autotask PSA & Datto RMM

Setting the standard for intelligent IT service delivery

Efficient and effective delivery of IT support services is central to managed service providers' (MSP) success. That's why we believe a unified professional services automation (PSA) and remote monitoring and management (RMM) experience is fundamentally required by modern day MSPs. Datto's strategy is aligned around a truly unified, cloud-based solution. Combining Autotask PSA and Datto RMM goes beyond integration—and the real-time asset information coming from Datto RMM into Autotask PSA elevates MSPs to higher levels of insight, productivity, and profitability.

Assets in Datto RMM are synced into Autotask PSA with 360 degree monitoring, alert-to-ticket synchronization, and seamless navigation between the platforms. Additional layers of capability have also been built to increase efficiency, profitability, and customer satisfaction. This unified experience provides clear insight into your estate from a single pane of glass, so you can avert previously unforeseen issues, help shave minutes off of every ticket, and resolve client issues more quickly than ever before.

Datto's unified platform also unlocks massive business opportunities—easily identify new revenue opportunities, quickly assemble a contract compliance report, prepare quotes to clients for the replacement of outdated hardware, and build campaigns to migrate end-of-life operating systems.



THE DATTO ADVANTAGE

DATTO'S UNIFIED BUSINESS MANAGEMENT PLATFORM RENDERS NEW INSIGHTS BETWEEN SERVICES AND DEVICES, ENABLING MANAGED SERVICE PROVIDERS TO REDUCE RESOLUTION TIMES AND ULTIMATELY INCREASE PROFITABILITY.

An intelligent platform to improve efficiency of service delivery

The unified Autotask PSA and Datto RMM platform provides relevant, real-time data and actions in front of your technicians to triage tickets faster, improve front-line fix rates, and resolve issues faster.

- Every asset and ticket in PSA is packed with rich, real-time information on the asset directly from RMM. Instant insight and identification of relevant solutions from your knowledge base speed up troubleshooting and drive down fix times.
- One click from the PSA ticket straight to RMM—to the relevant device, or directly to a remote support session—improves technician experience and response times.
- All remote support activity is automatically synced with the relevant PSA ticket when the session is closed to improve record-keeping and reduce time required to write up support actions.
- Tickets raised via RMM arrive in PSA associated with the relevant asset and end user to provide valuable context for technicians and a better client experience.
- RMM monitoring alerts are intelligently routed into PSA according to type, severity, and class, so technicians can focus on the higher-priority issues that matter.
- Intelligent alert-to-ticket engine reduces noise and strips out duplicates, identifying repeat and related alerts, and updating tickets with any status updates.

Improve the management and profitability of your business

The unified platform combines the device-centric data in Datto RMM with the ticket-driven information, customer and contract information, and powerful reporting capabilities of Autotask PSA to provide a complete view of your business.

- Improve accessibility to rich asset and alert information for anyone in the organization, from services to sales, with Autotask PSA's dashboards.
- Enable staff to work faster through consolidated device analytics and alert activity to immediately take informed action.
- Improve invoicing accuracy with device addition, deletion, and change synchronization.
- Reduce billing leakage and increase revenue by automatically identifying devices that are supported in RMM, but not under contract and billed for.

Finding the Complete Package

TSG, one of the UK's largest MSPs proves that a unified PSA and RMM solution is vital

Ask any MSP and it's likely they'd welcome an uptick in efficiency in their day-to-day tasks with open arms.

TSG CTO Paul Burns agrees. "The more integrated we can get all our products, the more we can get them talking to each other," Burns admits, "the more automation and more efficiency we gain."

With so many cloud applications available to MSPs these days, Burns and TSG were looking for a better way to centralize operations and protect their margins. The UK-based MSP, one of the country's largest, caters primarily to SMB clients, offering ERP solutions through cloud platforms and hosted VoIP.

TSG implemented Datto's Autotask Professional Services Automation (PSA) solution, which can organize process information, client information, inventory, billable hours, time-off requests, and more. It's one-stop shopping for the MSP.

"The more integrated we can get all our products... the more automation and more efficiency we gain."

Paul Burns, CTO, TSG

Burns says there are many quality products on the market for delivering backup, but found most don't deliver on continuity or business recovery. "That's one of the exciting things we found when we looked at Datto as a product," Burns noted, "that it was actually going to deliver the business continuity being marketed."

After implementing the Autotask PSA solution, one of TSG's customers experienced a major power cut that took out their entire data center. They were immediately able to set up the Datto Networking Appliance and get the customer back online. Hundreds of staff returned to work on the following business day without a hitch.

"Nobody knew any different and everything was seamless," Burns recalled. "What would normally be days of recovery became minutes with Datto."

TSG currently uses Datto's Autotask PSA to process over 120,000 tickets annually, growing at the rate of 20% year-on-year.



Autotask PSA

Autotask PSA is an intelligent IT business management platform that centralizes operations to deliver the mission-critical tools needed to run an IT managed services business. A single pane of glass view provides full visibility into services, internal operations, customers, and prospects to improve efficiency and service with workflows optimized for MSPs to help resolve tickets faster—and make data-driven decisions to improve efficiency, accountability, and profitability.

Unify People, Processes, and Data

Service Desk

The Ticketing module is ITIL-aligned to help ensure technicians hit their service level agreement (SLA) targets. Tickets are a single system of record for all support issues, service requests, incidents, and emails. MSPs can create customized ticket interfaces, called Ticket Categories, which display ticket information that is critical for a particular workflow or a specific stage in the ticket lifecycle. The intelligent PSA platform automatically identifies relevant solutions from your knowledge base and suggests tags for incoming tickets. Technicians also benefit from a visual ticket timeline that represents the SLA, a ticket checklist to prescribe steps and help ensure standardization, and ticket insights that give additional information about the account or device that could help close the ticket faster.

Project Management

Autotask PSA's Task user interface ensures projects come in on-time, on-budget, and on-spec, with categories, predecessor-successor timelines, checklists, and insight widgets. The project management module automates project workflows to hit targets with increased visibility into event tracking. Users can connect with colleagues instantly with integrated email and put the right people on the right tasks. Finally, MSPs can meet billing milestones, assess project profitability, and control factors impacting cost and efficiency.

Account Management

The Autotask Customer Relationship Manager (CRM) module allows users to manage their sales pipeline by creating and tracking opportunities. Various quotes can be added to each opportunity that include defined products or services. Once the opportunity is won, workflow rules can run predefined automated processes such as installing the quoted product to a client's configuration items. Finally, account dashboards provide a quick, real-time glance at the health of each account, which can come in handy for quarterly business reviews.

Time Tracking and Billing

Autotask PSA allows MSPs to track the time employees spend on jobs for billing. Users can also track customer-facing time and internal time directly on the ticket or task assigned to them and these time entries will automatically appear on their timesheet. Autotask PSA keeps track of the days the business is closed, and manages time-off benefits for employees. Autotask time tracking creates a complete record of both billable and non-billable resource time. Finally, users can approve and post directly from a widget with one click, and once posted, billing items can then be invoiced in many customizable ways.

Contracts

Autotask contracts are optional billing arrangements that provide flexibility in setting labor rates, billing methods, and managing prepayments for services. Autotask PSA allows MSPs to manage a multitude of contract types, terms and billing options to ensure compliance, service quality, and a reduced billing process. Options include time and materials, fixed price, block hour, per ticket, retainer, and recurring services.

Document Manager

Autotask PSA's Document Manager improves efficiency by providing quick and easy access to standardized documentation so technicians spend more time resolving issues. Document Manager also improves productivity by outlining processes/procedures per client, enabling MSPs to quickly develop standard procedures, and easily reference knowledge base articles and support manuals.

Resource Management

Manage security levels, time off, work groups, and dispatch calendar to keep the entire team organized and on-task. Display all calendar items such as service calls, to-dos, and appointments, and establish and track weekly billable hours goals, manage workgroups, and track skills, degrees, and employee certificates. There is also efficient and straightforward scheduling with a drag and drop dispatcher workshop.

Automation of Service Delivery

Set up event triggers that will automate an action, update data, or send a notification with Autotask's Workflow Rule Engine to drive automation across the entire platform. Automatically update an entity, take action, and notify customers. Use Checklists in the ticket to prescribe steps, standardize processes, and enforce accountability. Workflow rules ensure techs are working on the right tasks at the right time so nothing falls through the cracks.

Reports

Autotask PSA offers a wide array of reporting capabilities. Dashboards and widgets provide a real-time view of the business metrics and allow for immediate action with a single click. The LiveReports custom report engine is a powerful tool that allows authorized users to copy and edit pre-built reports or create new ones. The Report Data Warehouse allows users to access Autotask PSA data for use in another report creation tool. Finally, Performance Analytics workbooks track business performance over time, identify trends, explore the cause and effect of those variants, and apply what is learned to improve future performance.

Inventory and Procurement

Autotask Inventory models the entire workflow from purchasing to installation at the customer site. Set up and manage inventory in various locations; check availability, reserve, or pick inventory items; generate and manage purchase orders; and more. Enabling Procurement streamlines purchasing, receiving and delivery of items, and creates a workflow that integrates sales with the final delivery of items.

Integrations

Autotask PSA has partnered with over 200 MSP-centric applications including RMM, CRM, accounting, email protection, managed print, business continuity, and cloud storage solutions. These integrations are developed to simplify workflows—from customer acquisition and management to service delivery, resolution, and billing. Autotask PSA also has a full REST and SOAP API, making it easier for developers to build integrations into Autotask PSA and increasing the speed at which third-party integrated solutions are available to MSPs. For the full list of Autotask PSA integrations, please visit www.datto.com/integrations.

LiveMobile App

MSPs need flexibility to manage client demands and get work done while away from their desks. Autotask LiveMobile enables employees to access their necessary work while on-the-go. Technicians can log in first thing in the morning to see if any alerts came in overnight. Project managers can track the status of projects and tasks. Sales managers can access their sales dashboards and drill into lists of opportunities. Finally, CEOs can keep their finger on the pulse of the organization, all from the convenience of their iOS or Android device.



AUTOTASK PSA IS EASY TO USE, AND THE SYSTEM CONFIGURABILITY HELPS SHAVE MINUTES OFF OF EVERY TICKET.

Datto RMM

As an intuitive, powerful, and affordable cloud platform, Datto RMM helps MSPs manage the complexity, costs, and risks associated with supporting every device they are contracted to support—from on-premises to cloud-hosted, from server to network device, and everything in between. Whether managing a single endpoint or hundreds of thousands, Datto RMM helps MSPs keep their supported estate secure, patched, stable, and functioning.

Next Generation RMM for the Modern MSP

Secure, Scalable, and Always On

As a true SaaS platform, Datto RMM is easily accessible and allows MSPs to focus on managing their customers. The platform's enhanced security posture, with mandatory two-factor authentication, routine penetration testing and infrastructure hardening, and active monitoring for unauthorized access attempts, helps maintain its proven track record of 99.99% uptime. And, since it's a truly scalable, cloud-based platform, there is no limit to the number of devices you can support.

Intuitive and Easy-to-Use—Simple Onboarding, Easy Adoption

Even with such a broad, powerful feature-set, Datto RMM is easy to set up, deploy and use with pre-configured functionality, an intuitive user experience, and modern user interface. Having onboarded thousands of MSPs to Datto RMM, Datto has the experience and know-how to support you in every step of the onboarding process whether you are new to RMM or migrating from



an existing RMM platform. Built-in wizards simplify the implementation process by providing contextual product walk-throughs, automatically configuring key features, and delivering comprehensive on-the-job training for your technicians.

Drive Efficiency and Automation into your Service Delivery

Datto RMM has robust, MSP-centric features in a fully-integrated SaaS platform. With monthly release cycles, constant improvement and innovation, Datto RMM is designed to help MSPs support the IT environments of today and prepare for those of tomorrow. Some key features of Datto RMM include:

- **Discovery and Asset management:** Real-time visibility of every asset under contract—where it is, status, condition and compliance.
- **Monitoring:** Know what's going on with every device through real-time notification of alerts and automated responses to reduce device downtime.
- **Management:** Keep devices secure, patched, and optimized through proactive, centralized, policy-based device management delivering automation at scale.
- **Remote Support:** Secure, fast remote access to devices with an array of powerful remote support and screen share tools.
- **Reporting:** Showcase the value you're delivering to clients with scheduled reporting that provides insight on devices, customer health, and activity.

Additionally, Datto RMM includes pre-built monitoring policies and scripts, third-party access rights, wide-ranging integrations into other key platforms such as PSA tools, antivirus, warranties, and documentation management to provide the ideal blend of capability, usability, security, and performance.

Flexible, Automated Patch Management

Datto RMM helps MSPs deliver efficient, effective policy-based patch management for Microsoft and third-party software, a critical service to maximize security and minimize downtime. It also provides critical compliance information to customers by automating the reporting of patch status and compliance.

Automation and Scripting

Whether you are just starting out with RMM or are a mature MSP supporting tens of thousands of devices, Datto RMM offers a wide range of powerful automation capabilities that are easy to set up and manage. Dynamic device targeting functionality coupled with a flexible scripting engine means you can streamline service delivery with scalable automation. Additionally, the Datto RMM ComStore offers hundreds of free, pre-built scripts and automation policies to streamline your technical support.

Real-Time Monitoring

Datto RMM monitors all of your devices in real-time—servers, VMs, ESXi, PCs, laptops, network devices—instantly informing you of current issues and flagging potential problems. Powerful auto-responses to alerts resolve problems automatically or simplify troubleshooting by providing technicians with useful diagnostic information.

RMM Ransomware Detection

Datto RMM monitors for crypto-ransomware on endpoints using behavioral analysis of files, and automatically alerts you when a device is infected. Automated responses attempt to terminate the ransomware process and can isolate the infected device automatically to prevent spread of ransomware while still maintaining contact with RMM. This allows technicians to take effective action and recover with integrated Datto Continuity products by restoring the impacted endpoint to a previous state.

Rapid Remote Support

Datto RMM enables your engineers to rapidly and securely connect to any device, regardless of location. Our range of remote support tools enable efficient troubleshooting and assistance without interrupting the end user. Should screen share be required, Datto RMM has its own fast, effective HTML5-based remote control built into the platform, meaning your technicians can access any supported device.

Flexible Reports and Dashboards

The ability to effectively report to customers on performance, health, and security is critical for MSPs. Datto RMM comes with modern, configurable dashboards that provide insight and understanding, as well as reporting capabilities that provide client-facing reporting on critical metrics, activity, and status. A robust, accessible REST API offers further reporting options.

Network Topology Mappings

Network and IoT devices are everywhere and need to be managed—and managing the network starts with understanding what's out there. Datto RMM's Network Topology Maps help MSPs better manage their clients' networks by continuously discovering and identifying every device on the network, generating a visual layout of the network to show how devices are connected to each other, and quickly identifying where issues are.

Integrations and Open Ecosystem

Datto RMM's commitment to an open ecosystem maintains out-of-the-box integrations with a broad range of MSP-centric solutions. The powerful API also allows MSPs to integrate Datto RMM into their other key business systems, further streamlining business processes and data sharing.

Supported Platforms

Datto RMM operates on Windows, Linux, MacOS, VMWare, and SNMP Devices.

THE DATTO RMM PLATFORM HAS A PROVEN TRACK RECORD OF 99.99% UPTIME.

Datto File Sync and Share

Simple, Secure, and Unified to Protect IT Businesses and Their Clients

Datto Workplace

FILE BACKUP & SYNC

Dependable Business-Critical Backup

Simple, Secure, and Unified to Protect IT Businesses and Their Clients

Managing business files is one of the most important and complex IT challenges for small and medium-sized enterprises around the world. Valued assets must be backed up in real-time, protected, and easily accessible.

Users regularly save business-critical data to their laptops and workstations, and without access to a simple, automated, fully managed backup solution, the risk of data and productivity loss are a real possibility.

Datto Workplace

A Managed, Secure and Reliable Fss Solution to Support an Increasingly Mobile Workforce

Datto Workplace provides the security, mobility, and control clients need to feel confident when accessing, sharing, and/or collaborating with files and data amongst team members, both internal and external to the organization. Centralized policy controls and industry-specific integrations enable MSPs to automate service delivery, providing a superior, secure collaboration solution.

Central Management and Configuration

- Central configuration, deployment, management, and monitoring
- Integrations with Autotask PSA, Datto RMM, and automated service delivery

Advanced Administration and Reporting

- MSP and internal IT controls access to features and data
- Integrations with Active Directory and Single Sign-On (SSO) automate on and off-boarding of users, streamline permissions management, and secure authentication to the service
- Scheduled reports on system activity enable monitoring and on-demand auditing of usage

Secure Collaboration Anywhere, on Any Device

- Support for Windows, MacOS, iOS and Android, and Windows file servers
- User-friendly permission structure for sharing
- Collaboration with core business tools like Microsoft Office 365 and G Suite

Secure Infrastructure and Compliance

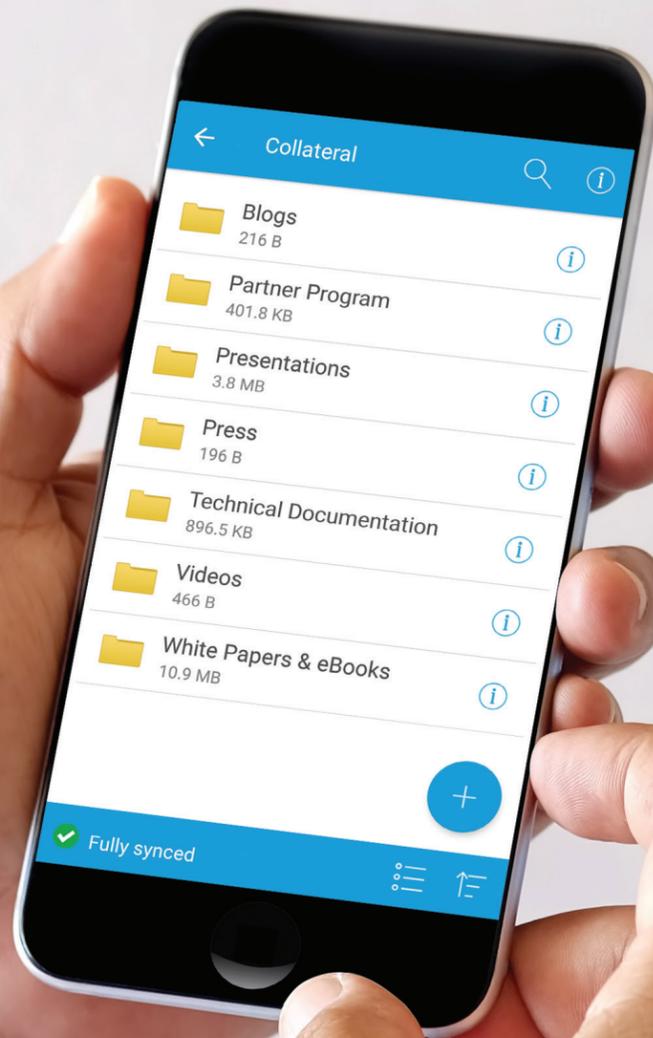
- Greater than 99.99% uptime
- HIPAA, GDPR and SOC 2 compliance
- Data is encrypted with 256-bit AES in transit and at rest
- Geo-redundant data centers

THE DATTO ADVANTAGE

WITH THE INTEGRATIONS OF DATTO FILE PROTECTION AND THE PROVEN SECURITY AND CONTROL DATTO WORKPLACE PROVIDES, MSPS CAN FEEL CONFIDENT COLLABORATING WITH THEIR TEAMS.

More than Just Backup

How the Datto File Backup and Sync solutions helped Datto become this MSP's perfect partner.



Curtis Hemingway has worked in the IT industry for 30 years. He's the IT Director for CBM, an Edmonton-based MSP.

When he first signed on to CBM, he was not happy with the backup and data recovery systems in place.

"Our old solution was just backup," he recalls. "We needed more."

Hemingway heads a small staff of five, with roughly 30 managed service clients and more than 100 break-fix clients that he is in the process of converting.

"Being proactive and staying ahead and managing the day-to-day gives us the edge," he says. "We look for issues and respond to them before they become a bigger problem. It keeps the noise down and keeps the tickets from accumulating—that's how you make managed services work."

So he made a change and partnered with Datto. They did a complete rip and replace, implementing the Datto Autotask Workplace and Endpoint Backup solutions.

"It checks all the boxes and fills all the gaps," he said.

Not long after, CBM and the Datto File Backup and Sync solution were put to the test.

"It proved itself when our exchange server failed," Hemingway remembers. "I was able to spin-up locally and get mail flowing again when the server crashed."

Hemingway has nothing but praise for Datto, whom he calls "the most complete partner he has." From the marketing materials and resources at his disposal to tech support, Hemingway says he can't be any happier.

"The people, solution, and support are awesome," he says. "That combination is different than any other vendor. It sounds too good to be true, but it isn't."

"It checks all the boxes and fills all the gaps."

Curtis Hemingway, IT Director, CBM

The Risk of Ransomware & its Impact on Businesses

In 2020, businesses have been inundated with new challenges and puzzles to solve, but they shouldn't let their guard down when it comes to old problems. Ransomware remains a serious threat to business productivity, and changes to how we work ushered in by the global pandemic only increased some businesses' exposure to bad actors. Learn about the threats facing businesses this year and what solutions can be put in place to lessen the damage a ransomware attack can cause.

Ransomware reigns as the number one malware threat

Nearly 70% of managed service providers (MSPs) report ransomware as the most common malware threat to small and medium businesses, or SMBs.

A majority (95%) of MSPs state that their own businesses are increasingly being targeted with ransomware attacks.



84% of MSPs are 'very concerned' about ransomware.



Only 30% report that their clients feel the same.

MSPs saw an increase in ransomware attacks during the COVID-19 pandemic

59%

of MSPs report that remote work increased ransomware attacks

52%

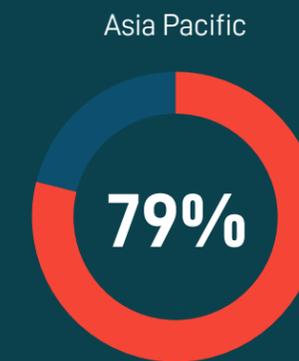
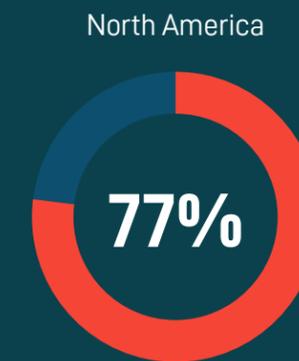
of MSPs report that shifting client workloads to the cloud came with increased security vulnerabilities

59%

Healthcare was cited as the most vulnerable industry during the pandemic

Global ransomware trends

European MSPs report that their clients suffered more attacks than any other region:



The hidden costs of a ransomware attack

The real sting of a ransomware event isn't always the ransom itself, but the impact felt due to downtime.

62% of MSPs state that clients' productivity was impacted, and over a third report that their clients experienced business-threatening downtime.

MSPs report that the average cost of downtime is 94% greater than it was in 2019. Downtime costs are nearly 50X greater than the ransom requested in 2020.

Mitigate downtime with a business continuity and disaster recovery (BCDR) solution



91% of MSPs report that clients with BCDR solutions are less likely to experience significant downtime.

Learn more about the latest ransomware trends

→ Read Datto's Global State of the Channel Ransomware Report at dat.to/ransomware

All About Datto

Where we came from, where we are, and where we're headed

1,700+
Employees

20+
Offices
worldwide

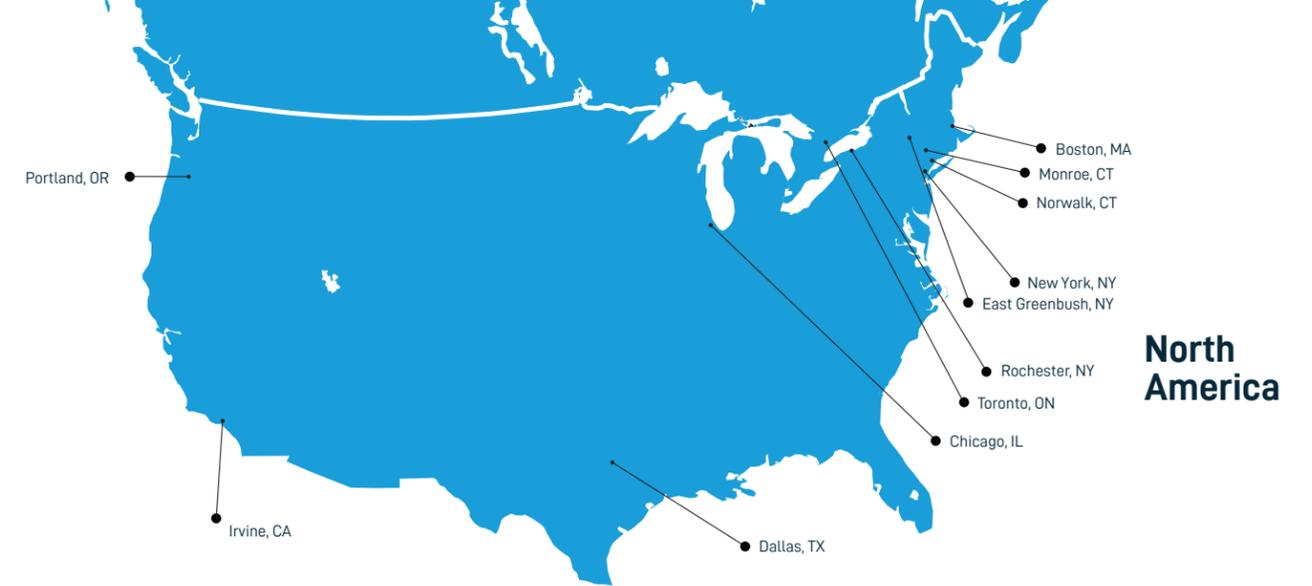
100M+
Backups per year

17,000+
Partners

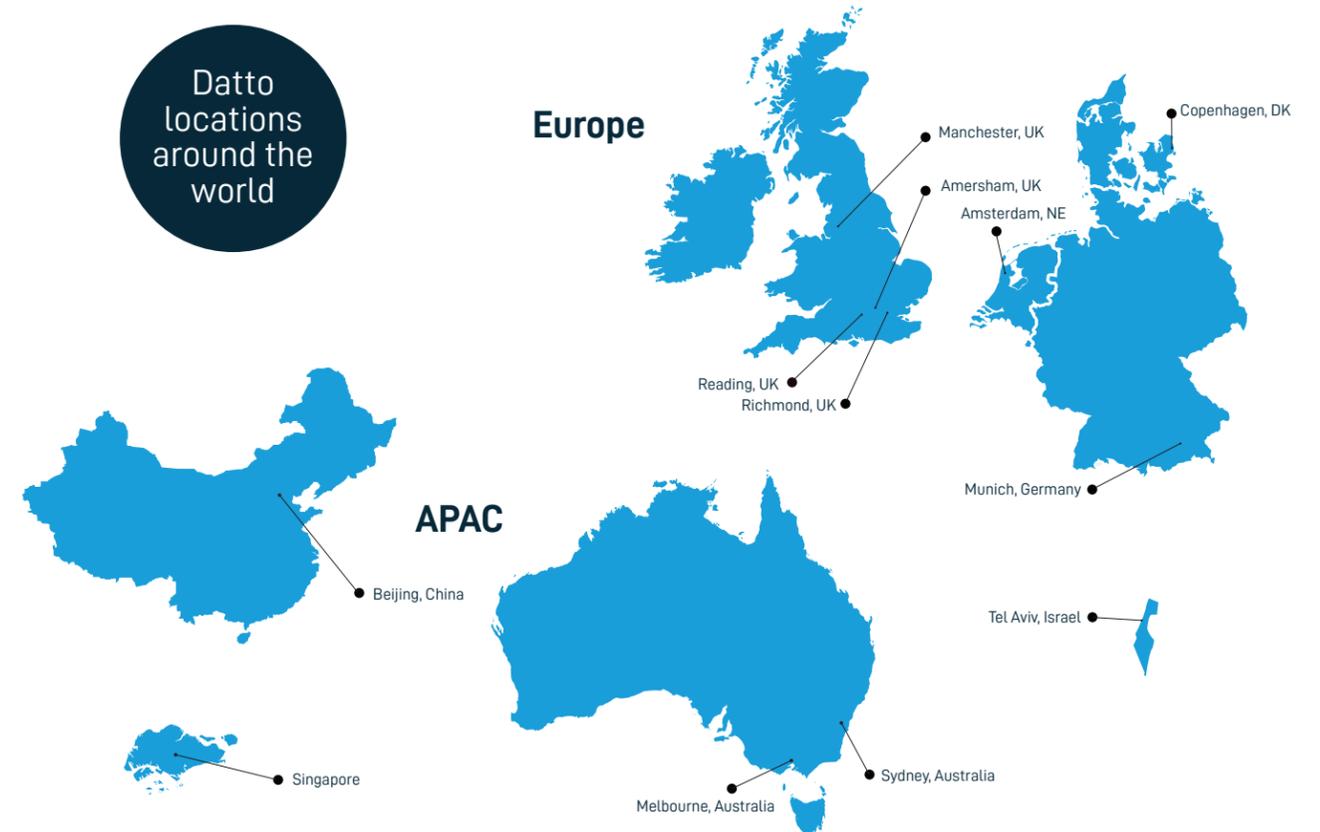
100%
Channel

325M+
SaaS objects restored

Exabyte Scale
Of protected data



Datto
locations
around the
world



A brief
history of
Datto

24/7/365
Dedicated support staff.
(We even have sleeping pods in our offices!)



Become Our Partner

Our partners are the driving force behind everything we do. We have built our foundation on strong relationships, trust, and always doing what's right for the MSP community.

Datto enables you to be prosperous and secure with products designed specifically for MSPs. But, Datto is more than just a technology provider. We help you implement and sell solutions that help you grow. And, we always have your back with 24x7x365 support.

Visit datto.com/partners to join our growing global partner community

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