



# Datto Unified Continuity: Delivering More Than a Product for MSPs

When it comes to business continuity and disaster recovery (BCDR) solutions, managed service providers (MSPs) need more than just a product. They need their IT vendors to deliver a margin-building solution that makes an MSP's job easier so they can do things like clock more billable hours, prospect new client leads, or achieve a work-life balance.

**However, not all vendors are created equal.** This is where lower-cost BCDR providers could fall short. Some simply lack the features and functionality that MSPs need, while others require greater administrative resources to manage the solution effectively.

Datto's focus on providing secure, efficient, and reliable continuity solutions and our unwavering commitment to being a true technology partner for managed service providers means you can better serve your clients, especially when it matters most.

More than just a product, here's how [Datto's BCDR solutions](#) empower MSPs to succeed.

## Flexible deployment options

Every MSP is different and has different needs from their BCDR tools. With Datto, there are no hidden costs and device seeding is free on up to four devices a year. Devices are properly configured out of the box, and if something does go wrong, there's no finger-pointing between vendors. Plus, Datto's flexible deployment options give MSPs options, with hardened backup appliances, virtual machine (VM), or x64 server running Linux.

## An immutable cloud, built for MSPs

The Datto Cloud consistently delivers 99.99999% reliability for MSPs and sets the standard for secure cloud infrastructure with features like Cloud Deletion Defense™, designed for the MSP to deliver a reliable backup solution that spans servers, SaaS applications, PCs, and Virtual Machines.

## One-stop-shop Partner Portal

Datto's Partner Portal offers MSPs a single-pane-of-glass to quickly and easily manage multiple products and services, make purchases, train new employees, manage support tickets, and automate marketing campaigns with MarketNow.



## Geo-redundancy

With private data centers across the United States, Australia, Europe, and Canada, we ensure data sovereignty and you can choose where client data lives and be confident that you can recover even if a data center goes down.

## Reliable, verified, image-based backups

Advanced backup verification gives you 100% confidence in your local and cloud backups by automatically verifying that server images are complete, ransomware-free, and bootable.

## Flexible, speedy recovery options

We offer the most [restore and rollback options](#) of any BCDR vendor—a full restore toolbox allowing you to address any recovery scenario. Protected systems can be virtualized on the Datto device, so your clients can return to work fast (6-second local recovery). With our "copy-on-write" snapshots, there's no conversion process to slow recovery.

## DRaaS/Emergency cloud failover

If offsite disaster recovery is required, client workloads can be recovered and hosted in the Datto Cloud at no extra charge.

## Integrated platform

Datto's integrated platform, as well as integrations with popular third-party PSA, RMM, and other MSP tools, removes complexity and increases MSP efficiency.



To learn more about how Datto's Unified Continuity solutions can benefit your business, [Schedule a demo with a Solutions Engineer today](#) →