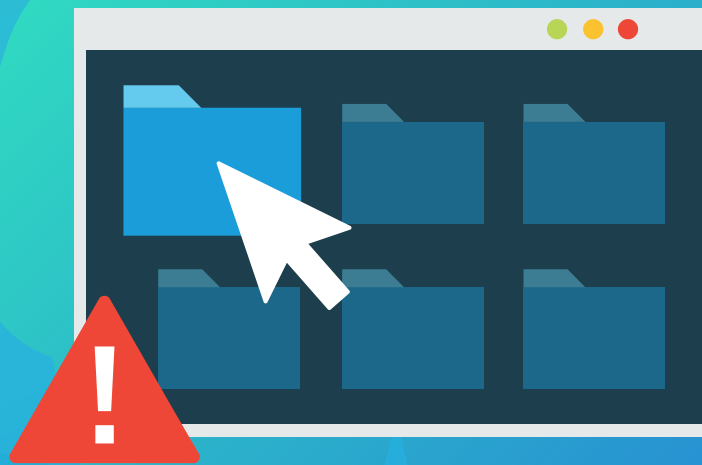datto

Minimize Business Downtime with a Complete Restore Toolkit

Introduction

When disaster strikes and operations go down, businesses panic. That anxiety is warranted. According to Datto's 2019 State of the Channel Ransomware Report, 85% of managed service providers (MSPs) surveyed reported ransomware attacks against small-and-medium-sized businesses (SMBs) in the last two years. In fact, nearly half of those attacks led to business-threatening downtime. With an effective business continuity solution, MSPs can eliminate client concerns during a disaster such as a storm or a ransomware attack.

Good backups are obviously essential for disaster recovery. However, recovering a large dataset from a backup is time-consuming. That's why organizations need business continuity. Beyond simply recovering data, a business continuity solution keeps operations running on a secondary, local system or in the cloud, while primary systems are restored—avoiding potentially devastating downtime.

Sometimes a disaster is as minor as an accidental deletion of a specific file, folder, or image. Other times, an entire office is destroyed or rendered inaccessible. That's why MSPs need a complete toolbox of restore capabilities that match a variety of recovery scenarios. MSPs shouldn't be held back or slowed down by bad backups or lack of restore options. Datto's business continuity solutions give MSPs the tools they need to address any type of disaster, as you'll see below.

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Restore Capabilities

Instant Virtualization

Instant Virtualization allows MSPs to rapidly restore physical or virtual servers locally on a Datto device or in the Datto Cloud. This allows the MSP's client to resume normal business operations while primary systems are restored. Unlike other "instant recovery" solutions, there is no need for file conversion when mounting a backup image. This simplifies and accelerates the recovery process. Since they can get back up and running directly from the Datto Cloud, MSP's clients have an edge when local competitors can not bounce back as quickly.

Bare Metal Restore with Fast Failback

Bare Metal Restore (BMR) is a restoration tool for systems that need to be completely rebuilt from a backup. Many BMR tools require planned downtime to copy any changes that occurred while failed over to the virtual systems. By contrast, Datto's Fast Failback technology allows MSP's clients to continue running a server in a virtualized state while that data is copied over to the system being restored—eliminating downtime.

File-Level Restore

If an end user deletes a small number of files, MSPs need a fast way to retrieve them without performing a full restore. Datto's File-Level Restore capability is designed for granular recovery of files and folders. It is remotely accessible via the web UI. The Direct Restore Utility is fully automated and allows MSPs to restore one or many files, as well as metadata and settings.
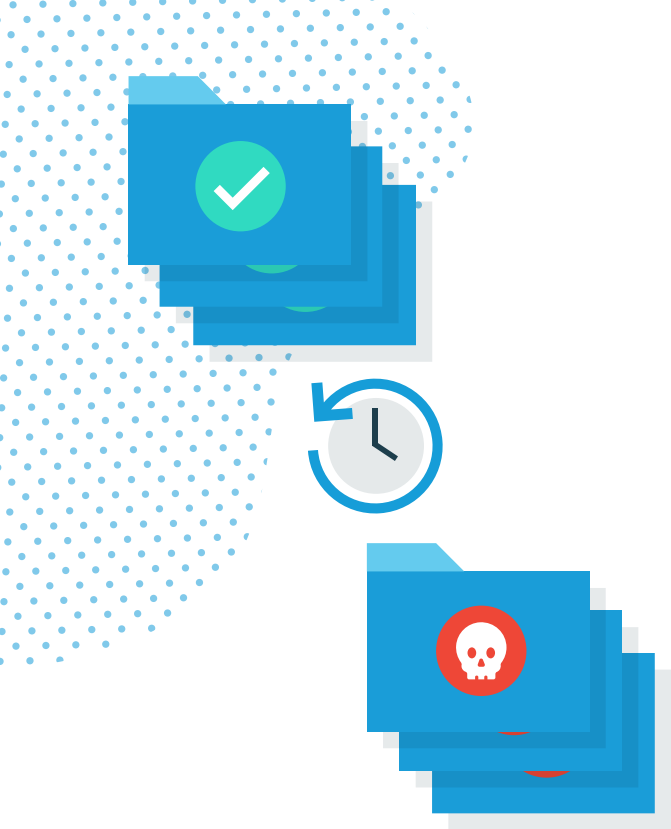
Rapid Rollback

Performing a restore due to unwanted changes to a large amount of files, an unsuccessful operating system (OS) or application update, or a ransomware attack can present challenges. In these scenarios, a file-level restore can be a slow, manual process. Datto's Rapid Rollback performs automated comparison checks between the existing system files and the backup to determine which should be restored, saving time and effort.

Roundtrip Service

Restoring a large amount of data from the cloud to client production machines can take days, weeks, or even months depending on the amount of data and the connection speed. To eliminate this issue, Datto exports a client's data set to a hard drive and overnights it to the MSP. This service, known as a Roundtrip, significantly speeds up full restores.

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More Than Just a Product

Minimizing downtime and maximizing efficiency is more than just reliable, efficient technology. At Datto, we understand that an MSP's reputation hinges on their ability to deliver top-notch support to clients. That's why we have invested so heavily in our support staff.

Datto's award-winning Technical Support team actively serves our global partners 24/7/365. Direct-to-Tech™ support ensures that MSPs get the assistance they need without jumping through hoops or extended wait times. We have support staff throughout the US, as well as in the UK, China, and Australia to ensure our MSP partners can get their clients back to work fast.

Our monthly service pricing and flexible retention options also match the way MSPs go to market. Our Partner Portal and MarketNow marketing resources are designed to help partners sell and generate new leads. It's all a part of our ongoing commitment to the MSP channel. Datto is dedicated to the success of our partners.