

# OneIT<sup>®</sup> Makes Marketing a Breeze with SaaS Protection Sales and Marketing Toolkit

A tablet is shown at an angle, displaying a software interface. The interface features the text "Datto SaaS Protection Partner Sales & Marketing Toolkit" in a large, bold font. Below the text, there are several icons: a checkmark, a document with an arrow, and a magnifying glass. The background of the interface is a light blue color with a subtle pattern. The word "Datto" is visible in the top right corner of the screen.

Datto SaaS Protection  
Partner Sales &  
Marketing Toolkit



WE VALUE OUR PARTNERSHIP WITH DATTO BECAUSE THERE IS SO MUCH SUPPORT, FROM SALES AND MARKETING ENABLEMENT TO TECHNICAL INTEGRATION TEAMS TO UPLIFT NEW USERS."

**Kim Gerhart**  
Chief Sales Officer at OneIT



### About Datto

As the world's leading provider of cloud-based software and security solutions purpose-built for delivery by managed service providers (MSPs), Datto believes there is no limit to what small and medium businesses (SMBs) can achieve with the right technology.

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**Cloud-to-cloud backup** is a critical offering for many managed service providers (MSPs), but not every small and medium business (SMB) client understands the importance of backing up data that lives in the cloud. For MSPs looking to sell cloud backup to their clients, this dissonance can cause SMBs to be hesitant to adopt a cloud backup solution.

Kim Gerhart, Chief Sales Officer at OneIT, an MSP based in Cheyenne, Wyoming, has dealt first-hand with the challenges that come with helping clients understand the importance of cloud backup.

Gerhart has been offering Datto SaaS Protection to small and medium businesses and resellers for years. But before Datto's SaaS Protection Sales and Marketing Toolkit was published, Gerhart was piecing together marketing collateral to bring the solution to market. "When the Toolkit came out, I was able to utilize the resources I had at my fingertips in a more strategic way," said Gerhart. "The Toolkit reads like an unfolding story—it's immensely helpful to have everything at our fingertips in an order that makes sense for the evolution of the prospect."

Datto's research has shown that sales and marketing have been a pain point for MSPs for years. Datto's partner enablement team along with SaaS Protection product marketing experts developed this Toolkit to make it simpler for MSPs to communicate the value of a cloud backup solution. Partners benefit from videos, eBooks, email sequences, competitive positioning, battlecards, a Toolkit checklist, and more, all created to make marketing easier for MSPs.

"Datto uniquely addresses our sales team and the resources we need for end users and partners in addition to addressing the resources our engineers need to support our customers, while most vendors only focus on the technical side," Gerhart said. "We value our partnership with Datto because there is so much support, from sales and marketing enablement to technical integration teams to uplift new users—it's a holistic program. Datto serves the channel well."

**Take a look at the Datto SaaS Protection Sales and Marketing Toolkit to see how you can start using these assets to grow your pipeline.**