5 REASONS MSPs LOVE TIME-BASED CLOUD RETENTION

Datto recently began offering Time-Based Cloud Retention (TBCR) across its entire line of industry-leading backup, disaster recovery (BCR) and business continuity (BC) solutions for managed service providers (MSPs) and other channel partners. Under this new TBCR model, the monthly cost for cloud-based storage of customer data is no longer variable based on volume. Instead, Datto channel partners can now offer customers secure, rapidly recoverable off-site backup for a fixed monthly price that is based on how long they need to retain their data.

TBCR is an innovative and highly compelling model for any MSP selling BC solutions. Here's why...

1 Customers are much more likely to buy a fixed-price TBCR offering.

Most business customers don't know the difference between a gigabyte (GB) and a terabyte (TB). And they don't want to know. In fact, many customers struggle with the whole notion of data backup, business continuity and the cloud. So one of the keys to solution acceptance is simplicity.

By providing a fixed-price model, TBCR helps brings this essential simplicity to the BC value proposition, a key element given that more than one-third of businesses find cloud pricing difficult to understand.*

As a result, MSPs can shorten the sales cycle, add more recurring revenue to their business and protect more of their customers from the risks of business interruption.

2 Fixed-price TBCR avoids the customer discontent that can result from unexpectedly high monthly bills.

When customers are running their businesses day-to-day, they don't think about how much data they're generating. So they're understandably shocked when they suddenly get a bill for backup that's substantially higher than what they were paying before. In fact, 43% of businesses want more transparent cloud pricing.* That puts MSPs in the uncomfortable position of having to explain what seems to the customer to merely be an "overcharge." Such situations can undermine an MSP's credibility with the customer—hurting the ability of the MSP to make future sales and possibly forcing the MSP to discount overages.

TBCR eliminates the discomfort, soured relationships and discounting associated with unexpected cloud storage volume charges.

As a result, MSPs can safeguard their credibility, their long-term relationships with their customers and their margins.

3 TBCR Business Continuity substantially reduces burdens on limited MSP operations and administration staff.

With variable-cost BC solutions, MSPs have to devote staff time to managing data in the cloud so that volume thresholds aren't exceeded. MSPs also find themselves spending a lot of time sorting through invoices and volume reports to make sure they bill their customers accurately. These time-drains can pull key operations and administration staff away from other tasks that are more important to customers and to driving revenue.

With TBCR, on the other hand, service delivery and billing are simple. Data in the cloud is automatically culled to limit volume while fulfilling retention period requirements. And billing is a "no-brainer" every month.

As a result, MSPs can more profitably scale their business by supporting a virtually unlimited number of customers without any increase in staff.

*EMA

4   Customers are much more likely to buy a fixed-price TBCR offering.

Customers in markets such as financial services and healthcare have rigorous regulatory requirements regarding data retention. Fulfilling these requirements manually can be time-consuming and error-prone. Worse yet, retention failures typically aren't discovered until an auditor comes knocking—and the consequences for not responding appropriately to such audits can be significant.

TBCR brings certainty and ease to compliance by making it an integrated, automatic aspect of an economical BC service.

As a result, MSPs can drive sales by meeting an important market need and preserve margins by positioning TBCR Business Continuity as a value-add.

5   Datto.

MSPs don't just need TBCR. They need highly reliable, highly efficient solutions from a vendor that has a proven track record of delivering exceptionally responsive technical support to its channel partners—as well as providing the kind of customer account management portal MSPs need to keep their customers and their revenue both running smoothly.

As the leading channel-only source of performance-engineered Business Continuity solutions, Datto uniquely provides MSPs with both quality of technology and quality of partnership that no other vendor can match.

As a result, MSPs can attack the Business Continuity market with the utmost confidence and consistently win business in even the most competitive situations.

Learn about "5 Must-Haves for Your Backup Strategy and Recurring Revenue," including time-based cloud retention, from a webinar hosted by The Channel Company's Christopher Dawson, Datto's VP of Business Development Rob Rae, and a Datto Elite Partner. View here.

Datto Partner Profiles

David Pence
Founder and CEO
Acumen

Acumen is one of the largest MSPs in the Southeast US and Microsoft ERP solution provider in South Carolina. It runs its BC practice as a distinct business line under the brand DisasterBackup and serves customers in legal, financial and healthcare markets.

Eric Torres
Strategies and Initiatives Manager
River Run Computers

River Run is a Milwaukee-based MSP with a strong focus on customer value. That's why,

when Datto made Time-Based Retention available, River Run went back to its existing BC customers and offered to eliminate the volume-based charges that were written into their existing contracts.

Steven Saslow
Vice President
Information Technology Group

ITG offers a complete set of managed IT services including VDI, VoIP and network security. As part of its pervasive culture of superior customer care, it strongly encourages all of its customers to safeguard their business with Datto's Time-Based Retention-enabled BC solutions.