

# The Keys to Datto-Partner Trust

“When our Partners succeed, we succeed.” This simple phrase has become the motto of Datto throughout the years. Being a 100% channel-only organization, we are focused on the success that our Partners have in selling, distributing and supporting Datto’s backup, disaster recovery (BDR) solutions.



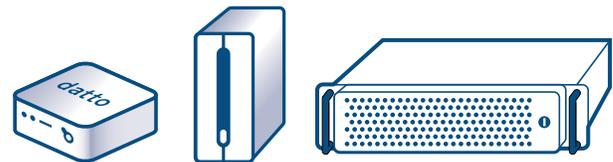
The foundation of the most successful business partnerships is based on trust. Without trust in your business partner, it is impossible to develop a fruitful and long-lasting relationship. To build this level of trust with our Partners, Datto strives to provide two major things: Commitment and Reliability. Without these, our relationship with our Partners would mean nothing.

## Reliability

**Datto stands by its track record for reliability and stability.**

**Datto Cloud.** The Datto Cloud is the core of our infrastructure and is a key reason to Partner with Datto. With 99.99% uptime, Partners can depend on the Datto Cloud to be a safe repository for clients’ off-site backups that will always be accessible in the event of a disaster. It’s important to note that Datto has NEVER lost any Partners’ data stored within our cloud.

**Hardware.** Every Datto device and cloud node is designed, assembled and tested by Datto employees in the USA. Before we ship any unit to our Partners it is rigorously tested to meet Datto’s stringent, 45+ point Quality Assurance Checklist. Datto’s Hardware Operations Managers perform everything from case inspections to BIOS configurations to software installations, ensuring that every device we ship consistently meets the standards that our Partners have come to expect from Datto.



**No Contracts** . Datto Partners are not locked into long term extended contracts, with large cancellation fees and penalties. As our Partners trust Datto, we trust our Partners to invest in our business not because they are locked into a 2-year contract, but because we are providing the best technology to grow their business and support their clients.

**Datto’s Full Insurance Policy.** As a hardware manufacturer, Datto stands by every backup device, cloud node, and RoundTrip drive that we build. Assembled in the USA, all Datto hardware is covered by our Full Hardware Insurance Policy that is structured to give our Partners complete confidence in implementing our hardware into their client’s IT environments.

**Best Upgrade Program in the Channel.** Datto offers the industry's best upgrade policy, making it easy to move to higher specification devices as your clients' needs grow. We don't think you, or your bottom line, should be penalized for having your clients' business data grow. The upgrade process couldn't be simpler. Purchase a new device within the same Datto product line, set up the new unit, return the original device, and Datto will refund the purchase price of the original hardware less the nominal upgrade fee of \$100.

### Commitment

Being channel-only since 2009, Datto is committed to enabling the success of its Partners. Our Partners have become our biggest advocates and the core factor to our tremendous growth. Providing reliable products and services is only part of what partners need to succeed; also required are proper programs and resources, and an entire organization to that is dedicated to helping them succeed.

**Training.** It's impossible for every Datto Partner to be an expert in business continuity and disaster recovery services, but they can be! The Datto Academy is our comprehensive training platform that will help partners gain that critical knowledge, to become their trusted advisor and help facilitate a strong relation between your businesses. Training is available online, in person, and at the Datto Partner Conference.

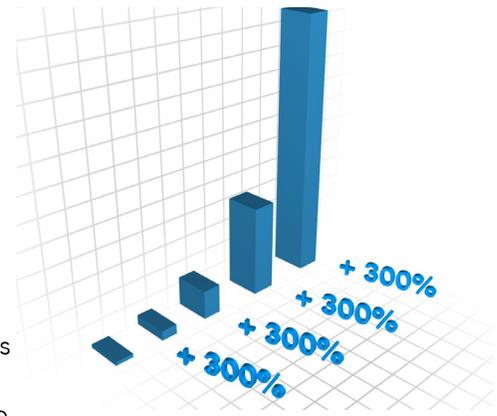
**Support.** A key pillar of any MSP's business is supporting their clients as best as possible. As such, Datto has made a commitment to be there 24/7 for its Partners; so Partners can be there for their clients. Since early 2012 Datto has tripled its support staff, enabling both live 24/5 and emergency 24/7 support. Datto has also implemented its Cloud Operation Center to monitor our 25+ Petabytes of data, replicated in our bi-coastal data centers.

**Marketing.** MSPs are great at solving problems and providing support for their clients, but marketing is not always their forte. That's OK. Datto is here to help, with customizable marketing campaigns and documents, educational and thought leadership content, and more. Datto also has a wide assortment of branded materials that Partners can leverage. Datto marketing is designed to support Partners sales efforts, and we're always a phone call or email away to help.

**Account Support.** From day one of being a Datto Partner you have a dedicated Account Executive to help on-board you into the role of being a reseller of Datto. Having trouble formulating that perfect pitch or finding the right materials you need for a client meeting? Your Account Executive is there to help you every step of the way.

**End-User Demos.** The first sale can be the most difficult for new partners. As such, we're happy to assist you with getting your end-user clients directly involved in the sales process. An end-user product demonstration is the perfect way to ensure that your first pitch to a potential BDR client is done right. Just like when you began the process of becoming a Datto Partner, a live demonstration is the best way to see first hand the value of Datto solutions.

*Datto Growth: Four consecutive years of 300% revenue growth, 2009-2012.*



## SUPPORT

**Quick Start Install Service.** Getting started on a new technology platform can be complicated, and even intimidating in some cases. Datto Quick Start Install Service will streamline this process for new Datto Partners. Assisted by a Datto Sales Technician, this complimentary service provides Datto Partners with a personal, step-by-step walkthrough of their first Datto SIRIS implementation.

As a Datto Partner you are aligned with one of the most trustworthy vendors in the channel. Our corporate values on facilitating growth in our Channel Partners, coupled with the reliability of our infrastructure and solutions, makes Datto an ideal business to build a long-lasting relationship with.

**Why Datto? It's as simple as Trust, Technology, and Support.**

Learn more at [www.dattobackup.com/why-dattoinfocenter](http://www.dattobackup.com/why-dattoinfocenter) or call a Datto Sales Exec at 888-294-6312.

---

## About Datto

Datto Inc. is an award-winning vendor of backup, disaster recovery (BDR) and Intelligent Business Continuity (IBC) solutions, providing best-in-class technology and support to its 5,000+ channel Partners throughout North America and Europe. Datto is the only hybrid-cloud BDR/IBC vendor that provides instant on- and off-site virtualization, and screenshot backup verification, achieved through its Inverse Chain Technology™.

The Datto product line addresses the specific needs of small to medium-sized businesses (SMBs). The product line is comprised of Datto SIRIS, Datto SIRIS Lite, Datto G Series, and Datto GenISIS. Its solutions serve a wide range of vertical markets including: healthcare, financial, education, banking, legal, manufacturing, retail, and municipal.

Datto partners with the best technology providers in the industry to deliver the most robust and seamless BDR and business continuity solutions available, including: AutoTask, ConnectWise, Kaseya, Level Platforms and StorageCraft.

Founded in 2007 by Austin McChord, Datto is privately held.

© 2013, Datto, Inc. All Rights Reserved