

Competitive Advantage for MSPs



SUPPORT

Managed service providers (MSPs) have a tremendous responsibility to protect their clients' data in the midst or the aftermath of a disaster. Specifically, MSPs not only keep a business' IT network running at peak performance, but they can also customize disaster recovery plans, take the hassle out of managing and maintaining a business' IT



system and allow clients to be confident that their data is protected. But an MSP is only effective if it's properly trained in the services and devices they provide.

This brief outlines how MSPs can get the most value out of training and certification, to ultimately better serve their customers and expand their knowledge base. Datto offers training in many formats—online, in person, and Webinars—and at a variety of levels.

With training, MSPs can increase their knowledge with industry accreditations tailored to meet their specific roles and needs. Accreditations not only provide MSPs with recognition and a competitive edge in the market, but they also give the MSPs' clients the confidence and peace of mind that their data is safe during a disaster. Without training, MSPs can be left unarmed and without a deep understanding of the products they offer, which can result in an increased time to resolution and a decrease in overall productivity.

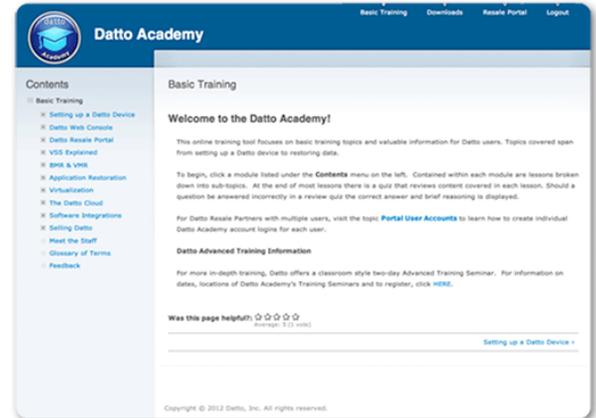
With technology constantly changing, MSPs have to remain on the cutting edge to make sure that their services and products live up to their clients' disaster recovery expectations. With partner training offered by Datto—an award-winning provider of backup, disaster recovery and business continuity solutions—MSPs learn the ins and outs of the products they handle on a daily basis. "In this business, if you are not learning anything then you are stagnated and if you are stagnate then you can lose business to other companies," says Training Department Manager Henry Washburn, at Datto.

In the event of a disaster, the last thing you want, as an MSP, is to be unprepared. Save yourself and your client the headache and enroll in a partner training and certification program like Datto Academy. There are many benefits to partner training. Not only does the training give you a much better understanding and appreciation for what your products do, but it also directly correlates to increased productivity, as issues are often resolved faster, increased profitability, and provides an extra level of customer service.

"If MSPs aren't learning the products they handle, they can't be the heroes for their end-user."

Henry Washburn
Training Department Manager
Datto

Datto Academy and Datto Academy Advanced Training Seminars provide Datto Partners with an intensive base understanding of Datto products. Datto's training programs also provide insight into the concepts behind file systems. This allows partners to not only understand how Datto's services and products work, but to also gain firsthand knowledge about how other systems work in case an end-user has an environment that has other systems that are not Windows-based. Training also arms MSPs with a better understanding of the concepts inherent in disaster recovery and backup. "Other training programs just train partners on one platform, focusing on one minute detail of their device not actually teaching concepts behind disaster recovery or other file systems," adds Washburn.



For MSPs, obtaining certification through a training program is extra icing on the cake when it comes to differentiating themselves from the competition. Certifications give MSPs a valuable "Seal of Approval," as they prove to their clients that they are experts in their backup, disaster recovery and business continuity products and services. As a result, end-users can feel confident that their MSP has the know-how to ensure uptime in the event of a disaster.

"Certification gives extra assurance to the end-user that the MSP they are dealing with knows their product set. If an MSP gets into a situation where they don't know their product set and they're just adding it because it's an added value—and if they don't know what happens in a restore process—then that can sour the relationship in the long run," says Washburn.

Through Datto Academy Advanced Training Seminars, partners participate in a two-day seminar, held in one of Datto's new classrooms, and they learn how to troubleshoot complex issues. The seminar also includes Tier 1 and Tier 2 support topics like ZFS troubleshooting, GUI configurations and bare metal restore. After passing a test at the end of the seminar, partners become certified and well-prepared to support Datto devices.

Training and certification programs will increase their return on investment (ROI) and practically pay for themselves. With online and virtual training programs there are no costly fees involved. In fact, Partner training practically pays for itself by helping improve customer satisfaction and in turn, sales. Industry leading accreditations can also generate revenue. By undergoing training and certifications, MSPs become equipped with the skills and know-how to mitigate problems before they occur, enabling them to easily fulfill their SLAs, and avoid costly mishaps. For example, instead of a MSP going through the process of entering a ticket with their provider, the MSPs tech support representative is able to handle the entire process end to end. By addressing the problem internally, costs are saved. With certifications, MSPs get added value with little to no cost. And the value then delivered to their clients puts the MSP ahead of game.

Look for new Datto training programs starting soon:

- Sales and Marketing Webinars, to help Partners capitalize on opportunities and close more business.
- The first Datto Partners Conference will take place September 11-13, 2013 in D.C.

[Learn more about Datto Academy and Training Opportunities.](#)

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