Hybrid Cloud for Business Continuity
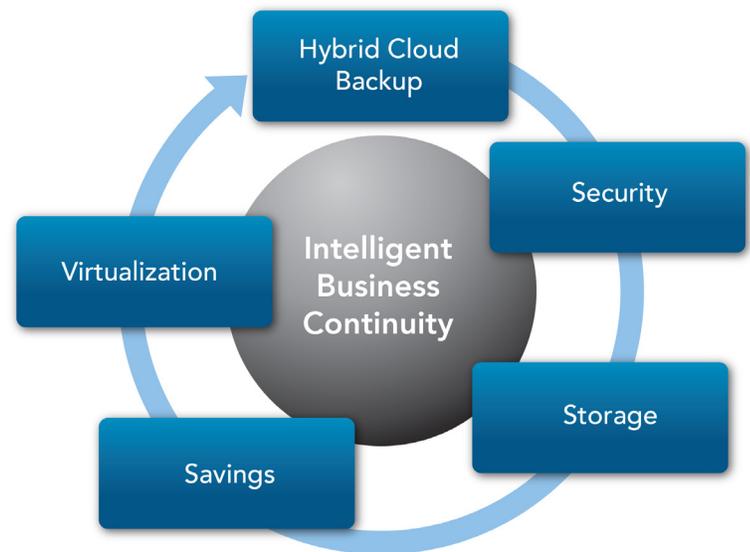## FOUR ADVANTAGES FOR SMBs

As an MSP you may already have confidence in cloud computing, and hybrid cloud, in particular. But what about your small to medium-sized business (SMB) clients? They may still be a little hesitant. This brief takes a look at some of the added benefits that a backup and disaster recovery (BDR) and business continuity solution, based on hybrid cloud backup, can deliver.

1. Security: With a hybrid solution, a company's essential data is backed up locally and then an additional backup is replicated off-site, providing additional data security; data insurance if you will. The in-house data is protected by redundant sets of information with the local device being the first line of defense. In most cases, three distinct copies of each file exist – on the workstation or server, on the local device and in the public cloud. In addition, encrypted files are stored off-site are available in case an unforeseen event, like a natural disaster, occurs. This should give businesses the peace of mind to know that their data is always accessible no matter what the circumstances.

With this model, MSPs and VARs have multiple sources to assist clients in data protection, and can emphasize that it is just as important to insure data as it is to insure physical resources, like buildings, employees and other assets. After all, client data is a business' most important asset, and ensuring business continuity in the form of hybrid cloud storage is an intelligent and logical step toward protecting that asset.

2. Storage: Businesses also benefit from local storage flexibility, addressing a key concern that many small companies have, with a hybrid cloud solution.

Since cloud storage is far less expensive, businesses can retain more data on the cloud and have a shorter retention locally. Small businesses are often concerned about space on local storage devices, and the cloud gives

them the chance to make decisions about how long to store backups on their local devices. Businesses no longer have to worry about purchasing more local storage, nor do they have to make difficult choices about what files to delete when they are running out of space.

Once again, it is important to emphasize the peace of mind that this option provides for businesses. It eliminates a pain point for companies that have struggled with limited resources dedicated to storage. Their files are available for as long as they need, and they can be easily restored when necessary. These businesses can cease worrying about storage and turn their attention to their core competencies, confident that their data is secure and available.

3. Savings: One of the biggest concerns for SMBs when making any sort of technology decision is the bottom line. Fortunately, hybrid cloud backup solutions are cost effective, and it is important to point out the cost-saving benefits to potential customers.

The hybrid model keeps costs low. Because companies only need to purchase a local unit while the rest of the infrastructure lies in the cloud, end-users and MSPs do not have to purchase expensive hardware, cutting down on capital expenditures. In addition, there is no costly maintenance required on the part of the MSP since there is no need for cooling or physical repair. The cost to the end-user is a simple monthly fee that covers the cost of leveraging the cloud and all of the services outlined in the SLA.

When approaching companies, emphasizing the cost savings is an easy way to demonstrate that hybrid solutions are about more than peace of mind. They are about the bottom line as well.

4. Virtualization: In the event of a disaster, be it natural or technical, businesses must be confident that their data was backed up, and that it can be restored in a timely manner. When SMBs experience downtime, they stand to lose a great deal of money as IT strives to bring operations back online.

In these instances, virtual machines (VM) can be the difference between downtime and uptime. VMs are copies of workstations or servers running on a server in the cloud. Every aspect of the duplicated machine can be run from this virtual machine that lives in the cloud, and is therefore not vulnerable to localized phenomena, like a weather disaster. Companies can failover to the cloud to avoid downtime, keeping data and operations running smoothly and consistently, assuring business continuity even when the winds are strong and the weather fierce.

Hybrid cloud backup solutions offer businesses the best of both worlds, and play an essential part in an intelligent business continuity strategy. The added benefits of Security, Storage, Savings and Virtualization should make the transition to a hybrid cloud solution a little easier, and hopefully alleviate any fears of the cloud.

To learn more about Datto's approach to hybrid cloud backup, check out the "7 Essentials of Hybrid Cloud Backup" whitepaper available at info.dattobackup.com/7-essential-benefits-of-hybrid-cloud-backup.

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, serving the needs of small to medium-sized businesses.

Intelligent Business Continuity

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2