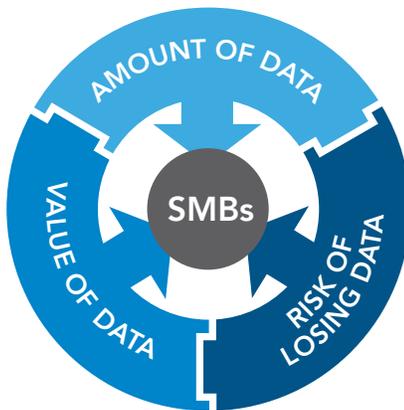


Redefining Small Business Data Protection

THE 6 CRITERIA FOR SMALL BUSINESS DATA PROTECTION

Small businesses are positioned for the perfect data storm: more data, at more value, with more risk. Small businesses are creating more data than ever, the value of their data is increasing, and there are more risks of losing the data.



Their need for a robust backup and disaster recovery (BDR) solution has grown in importance—they can no longer rely on over-simplified backup solutions to protect their data and keep their businesses running. A challenge, however, is in having fewer resources to manage and protect their data. In fact, small businesses are often more at risk than their large enterprise counterparts and have distinctive challenges. They are:

- Limited financial resources
- Limited IT resources
- Limited and inadequate solutions designed for small businesses

Datto believes that every business, of any size, is entitled to a robust solution to back up their business-critical data. With a small business' limited people and financial resources, the most effective way for them to implement a BDR and business continuity solution is via a managed service provider (MSP). And the best way for an MSP to sell small business on a business continuity solution is to understand their pain points.

6 CRITERIA FOR SMALL BUSINESS DATA PROTECTION

1. Recoverability

In a disaster a small business cannot afford lengthy downtime since most carry less than a month of operating cost in cash. Does the solution have instant restore capability? Does it meet both recovery time and recovery point objectives?

2. Comprehensiveness

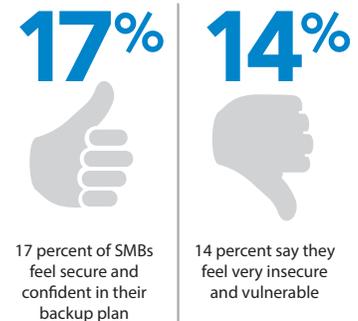
Small businesses generally do not have a dedicated IT department that can manage separate backup, recovery and business continuity solutions. Does the solution provide key functionality that is seamlessly integrated? Experts agree that a combination of on-premise and cloud-based services offer the best total protection for businesses of all sizes, especially small businesses.

3. Ease of Use

Small business owners or the IT person doesn't have time to learn or manage complexity. Is the system easy to use, deploy and manage? Is it supported by a large network of MSP's for added value?

4. Performance and Reliability

A recent study shows that only 17 percent of SMBs feel secure and confident in their backup plan; while another 14 percent say they feel very insecure and vulnerable. Quicker and more frequent backups limit data loss. An ideal solution is incremental backup, where the technology adds what you've changed or deleted, rather than backing up the entire volume of data repeatedly. Datto's Inverse Chain Technology™ is the most advanced backup technology for both performance and reliability.



5. Affordability

Small businesses have often been relegated to cheap (both in price and technology) backup solutions. With limited resources it's been difficult for a small business to purchase a business continuity solution; they've been limited to a glorified backup solution at best. Is the solution cost-effective and affordable with a small business' budget in mind?

6. Scalability

Small businesses grow into larger businesses. Make sure the solution not only meets your client's data backup needs today but can scale as your company grows.

THE DATTO SOLUTION



Designed for small businesses, Datto ALTO is an advanced backup, disaster recovery and business continuity solution that is easy to use, cost effective, and provides an insurance policy against costly downtime and significantly decreases the likelihood of any extended interruptions in business continuity.

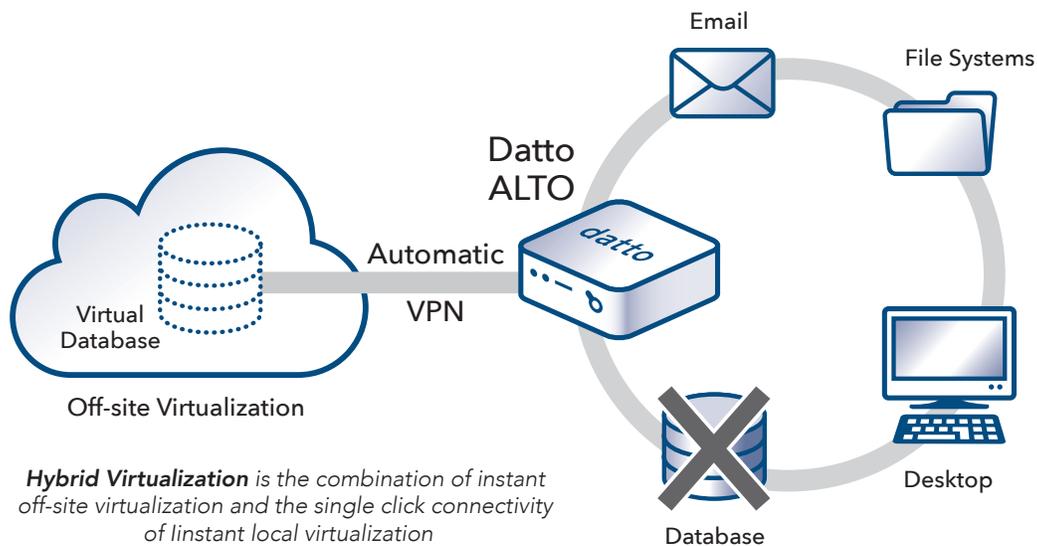
- The entire system is backed up seamlessly through image based backup
- Downtime is reduced and employees can work without any special connections or software through leading edge hybrid virtualization
- Backups are automatically verified daily through screenshot backup verification
- Breakthrough bare metal restore technology allows users to perform restores to dissimilar hardware
- Inverse chain technology creates an optimal backup chain from scratch and restores and virtualizes every point
- An easy to use and intuitive interface reduces time to install and maintain

Image-based Backup

This feature is the backbone of the system and adds significant usability in disaster scenarios. With image-based backup the user no longer has to pick and choose what files are backed up or worry about saving the most recent draft to the shared/backup folder. Rather the entire system is backed up seamlessly, unknown to the user at granular intervals.

Hybrid Virtualization

This feature is the combination of instant off-site virtualization and the single click connectivity of instant local virtualization. A failed system can be spun up easily from the Alto interface dramatically reducing downtime. Automatic VPN technology seamlessly connects the virtualization from the user's local network to Datto's secure offsite servers. In the event of a local disaster, entire networks can be recreated virtually and connected directly to the cloud.



Screenshot Backup Verification

Datto ALTO includes Datto's automated virtualization testing software. Screenshot takes the hassle and worry out of checking backups. Once a day Datto ALTO will take a backup and virtualize it locally, not attached to the network. Once running it will snap an image of the login screen then check that image to make sure it is valid. After the image is checked it will be prepared in an email and sent out as an alert.

Easy to Use Interface

From set-up configuration to restore, the Datto ALTO is both intuitive and easy to use which allows MSP's the option to let their clients manage the backup system all on their own. This saves time and overhead to allow MSP's to focus on implementations and less on configurations.

Bare Metal Restore

Datto ALTO includes brand new BMR technology from Datto. This breakthrough technology allows users to perform bare metal restores to dissimilar hardware over the client's network reliably and securely. Starting from an imaged USB thumb drive the user will follow an intuitive GUI from selecting machines to automatic partitioning. The process cuts down restore time dramatically while also improving the advanced options for users looking to customize their new machine.

Inverse Chain Technology™

This feature is leading edge because of its functionality and efficiency. Datto's Inverse Chain Technology creates an optimal backup chain from scratch, and restores and virtualizes every point. In addition you can change retention dynamically with the size of the device without having to reset or reseed. Inverse chain technology saves the backups in VMDK format, which means you can export backups and play them on a hypervisor, or transport the VM and leverage your existing VM environment.

Affordability and Scalability

Datto ALTO is priced for the small business with a range of price points based on the specific business' requirements without losing any of the robust functionality. Datto ALTO is scalable with the additional option of the larger Datto SIRIS solution which can meet the needs of medium and larger sized businesses.

Support

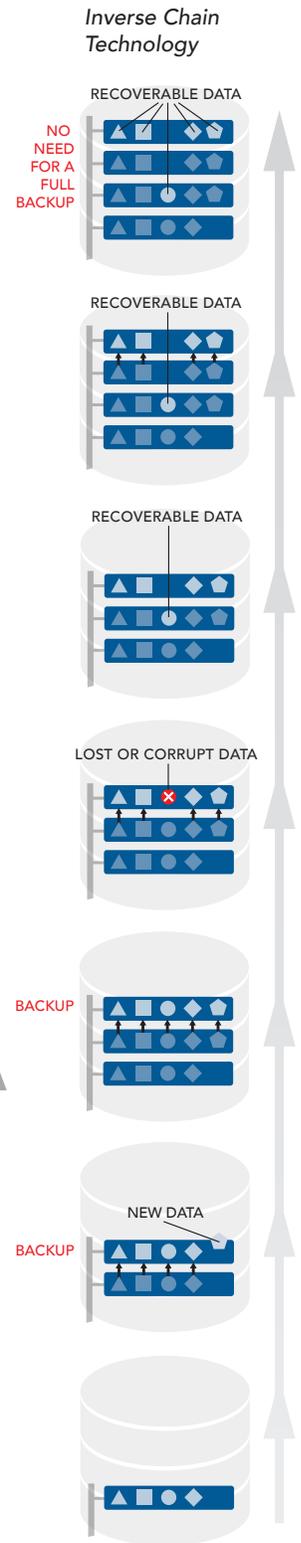
Technical support is of utmost importance to Datto. Datto's 100% U.S.-based support team delivers phone-based customer service during extended hours and emergency support around the clock.

RECURRING REVENUE

The recurring revenue business model benefits both the customer and the business, especially small business. Delivering Datto ALTO's robust functionality, combined with MSPs service, increases the value of the purchase for the client. And the automated, stable income allows the MSP to provide additional services, while allowing maximum time to secure additional clients.

Datto ALTO has support, device cost, and virtualization fees included in the initial price structure. With easy management and implementation it's very feasible to deploy a large fleet and establish a strong recurring revenue stream for your business.

See the revenue opportunities for yourself with our online Revenue Calculator: www.dattobackup.com/alto-revenue-calculator. And remember, Datto is 100% channel-driven. Our recurring revenue model is focused on the success of our partners.



IN CONCLUSION

Given that there are nearly 4,500,000 small businesses with 1-19 employees in the U.S.,* Datto thought this underserved group needed a robust BDR and business continuity solution they could call their own—Datto ALTO.

Small businesses cannot afford downtime—yet they require a business continuity solution that fits their IT infrastructure and budget requirements in a robust, yet easy to use solution.

Datto has designed a comprehensive, reliable, easy to use and affordable small business solution that provides an insurance policy against costly downtime and significantly decreases the likelihood of any extended interruptions in business continuity. Datto makes the evaluation and selection process for a robust BDR and business continuity solution easy, for both service providers and small businesses.

Learn more about Datto ALTO at dattobackup.com/alto/overview.

*U.S. Small Business Administration, 2010

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 ALTO, Datto G Series, and Datto GenSIS. 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.

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