

eBook

Natural disaster
preparedness guide for MSPs:

Hurricanes or coastal storms



Midyear brings a storm of challenges for MSPs and their clients — sometimes literally. Across the Atlantic, Pacific and Gulf coasts, where hurricanes, typhoons and tropical storms are a constant threat, businesses must stay alert and ready for trouble through storm season. For instance, this year's Atlantic hurricane season may seem slow to start, but the U.S. National Oceanic and Atmospheric Administration (NOAA) warns of above-normal activity ahead. That means MSPs must be ready to protect not just client operations but also employees and their own businesses when the weather turns.

This guide is built for MSPs who need to keep both their operations and their clients' businesses running, no matter what nature throws their way. Inside, you'll find practical strategies to plan and continue business with minimal stress during storms. You'll also get a hurricane-readiness checklist to help you evaluate how prepared you are. With proper preparation, a major coastal storm becomes a challenge you're equipped to overcome, not a crisis that catches you off guard.

Understanding the storm threat

Hurricanes and other coastal storms are powerful natural forces that can disrupt entire regions. These dangerous tempests are often accompanied by ferocious winds, storm surges, heavy rainfall and dangerous flooding. The damage can create disruptions in the power grid, communications and travel — problems that can halt business operations in their tracks.

Hurricanes seasons at a glance:

- Atlantic hurricane season: Covers the Gulf and East coasts of the U.S. and runs from June 1 to November 30.
- Pacific hurricane season: Begins May 15 in the Eastern Pacific and June 1 in the Central Pacific, ending November 30.
- The peak of the season is the September-October window.

Potential impact on MSPs and their clients:

- Direct damage to operating facilities from high winds, flooding and power surges or debris turned into high-speed projectiles capable of smashing through windows, roofs and walls.
- Extended power outages, road closures, water inundation and infrastructure damage that can keep a business facility offline for a week or more.
- Regional disruptions affecting clients, suppliers, partners and employees' homes and businesses, extending the impact far beyond a single location.



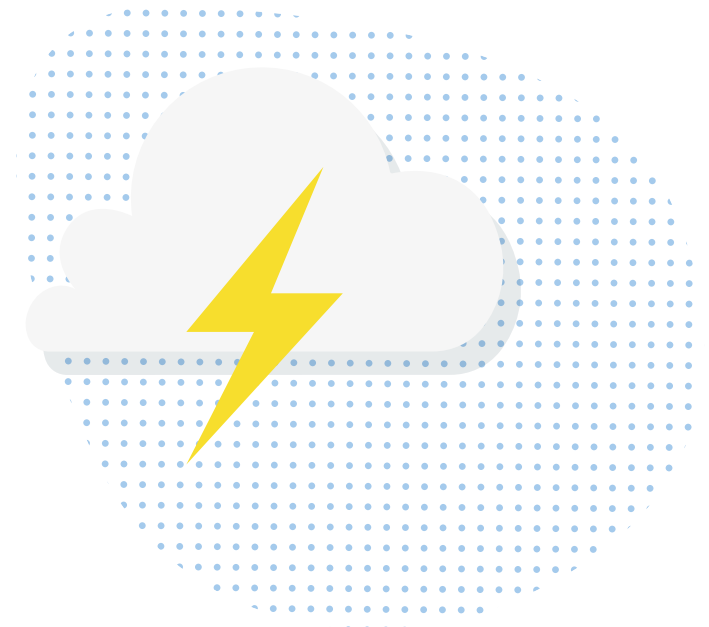
Weather by the numbers

From 2020 to 2024, the U.S. experienced **115** weather and climate disasters with losses exceeding **\$1 billion²**. This year, NOAA is forecasting 13 to 19 named storms, with 6 to 10 **expected to become hurricanes**.



Community counts in a crisis

When a regional disaster strikes, it's not just about keeping your own operations running. Be ready to step up for nearby customers and partners, helping them weather the storm and recover faster.



Warning times and the 'cry wolf' effect

Businesses often have significant advance warning of an approaching storm. However, storm paths are notoriously difficult to predict, and warnings can turn out to be false alarms. Over time, this can cause some businesses to ignore alerts altogether — a dangerous habit known as 'cry wolf' syndrome.

This mindset can turn a real storm threat into a major disaster, and MSPs cannot afford to leave customers susceptible to that risk. You must have rapid response protocols in place and test them regularly, ensuring you can act immediately to protect people, infrastructure and data when trouble strikes.

People, processes and protection: How to stay operational in any storm

True business resilience amid a disaster comes from protecting your people, maintaining essential processes and having a plan for insurance and liability. These three pillars work together to minimize disruption, speed up recovery and preserve client trust when disaster strikes. Neglecting any one of them leaves your clients — and your business — exposed.

People continuity

MSPs must plan ahead so operations can continue even if staff or end clients are displaced.

- **Plan for displacement and remote work:** Prepare clear guidance about remote work protocols, locations of equipment and secure access in advance. This ensures employees and clients can keep working from safe locations if offices become inaccessible.

- **Ensure communication and role clarity:** During a crisis, every minute counts. Define who does what, how updates will be shared and which channels to use so there's no confusion when the storm hits.
- **Maintain staff continuity:** Identify trusted third-party contractors and cross-train your existing staff. This ensures critical tasks can still be handled if key personnel are unavailable.



Process continuity:

MSPs must ensure services continue to flow for every client, regardless of location or scale. That means having the right systems and protocols in place before the storm.

- **Maintain operations across clients and supply chains:** Map out dependencies so you know how each client and vendor is connected to your operations. Put contingency plans in place to keep work moving even if part of the chain is disrupted.
- **Adjust SLAs, communication protocols and service delivery:** Be transparent with clients about potential delays during severe weather. Update service level agreements (SLAs) if needed. Make sure all communication channels, including phone, email, chat and client portal, will remain operational, with contingency plans in case any of them are knocked out.
- **Ensure mobile access and system redundancies:** Give your teams secure mobile access to core systems and build redundancies into infrastructure. Cloud backups, alternate data routes and mirrored systems can keep services running when primary systems fail.

Insurance and liability planning

Financial protection for your business is just as critical as technical preparedness. The right insurance and liability planning can make the difference between bouncing back quickly or a drawn-out struggle.

- **Understand coverage beyond property damage:** Ensure your policy covers business interruption, data loss and other impacts to your MSP's operations, not just physical assets.

- **Communicate with insurers before the storm:** Proactively connect with your insurance provider to document your readiness measures. This can streamline claims and reduce surprises after an event.
- **Ensure BCDR systems meet compliance and reporting requirements:** Your business continuity and disaster recovery (BCDR) systems should align with industry compliance standards, helping you protect your clients and streamline insurance processes.

Maintaining business as usual with Datto BCDR

When hurricanes or coastal storms threaten operations, resilient IT systems are the difference between downtime and business as usual. For MSPs, Datto's business continuity and disaster recovery (BCDR) platform provides that resilience, delivering verified backups, instant recovery options and built-in testing capabilities that keep services running no matter the disruption.

How Datto delivers resilience:

- **Automated verification:** With automated screenshot and application service verification, MSPs can confirm backups are not just completed, but healthy and bootable. This eliminates guesswork and ensures recovery confidence when it matters most.
- **Patented Inverse Chain Technology™:** Unlike traditional backups that depend on a chain of previous snapshots, Datto creates a complete, independent backup every time. Each is fully bootable, so you're never at the mercy of potentially corrupted historical data, giving MSPs consistent recovery reliability.
- **Local or cloud recovery options:** Whether on a local Datto appliance or in the Datto Cloud, you can spin up entire systems in minutes. Even if the primary infrastructure is offline due to a storm, your clients remain operational with minimal disruption.

Disaster recovery testing made simple

Datto makes disaster recovery (DR) testing part of everyday readiness, not a costly special project. Built-in DR testing validates your ability to meet recovery time objectives (RTO) and recovery point objectives (RPO) targets without manual setup or intervention. Results are documented for easy sharing, auditing and SLA compliance. This approach reduces both the cost and complexity of ongoing DR preparedness.

Notably, with 1-Click DR from the Datto Portal, you can test failovers instantly, proving recovery speed and reliability. Then, reinforce your value with Hero Reports that are fully customizable, highlighting your service performance and the value of disaster readiness to clients.

What if disaster recovery were as easy as ordering your favorite fast food?

With Datto's **1-Click Disaster Recovery (1-Click DR)**, it practically is. This powerful capability makes recovery instant. If a client's primary infrastructure goes down, you can clone virtual machines (VMs) and network configurations from previously successful DR tests — no manual reconfiguration needed. By reapplying tested settings, you slash recovery time and cut the risk of DR failures, keeping your client's business running when it matters most.

Hurricane readiness checklist for MSPs

Use this quick-reference checklist to evaluate whether you're truly 'recovery-ready' before the next storm hits:

	Completed a recovery test in the last 3 months.
	All critical client workloads assigned RTO/RPO goals. Tested against these goals in the last 3 months to ensure SLA compliance.
	BCDR solution offers both local and cloud virtualization.
	Designated a secure off-site work location for key staff.
	Team and clients aligned on pre- and post-storm communication plans.
	DR plan is shared and accessible from outside your local network.
	Insurance policy reviewed for business continuity gaps.



Make operational resilience your competitive advantage

Hurricane season calls for proactive planning and decisive action. Start conversations with your clients now, well before the peak season, to ensure they understand the risks and are ready for whatever comes. Engaging early not only protects their operations but also strengthens your role as a trusted advisor.

A resilient business continuity and disaster recovery (BCDR) strategy shields MSPs like you and your clients from more than just natural disasters. It's also critical for defending against ransomware, system failures and other costly outages. For a deeper dive into building a bulletproof BCDR approach, [download **The Ultimate Guide to BCDR: Why Backup and Disaster Recovery Matter.**](#)

Already know the value of a strong BCDR strategy, but finding it hard to get clients on board? The **Datto BCDR Profitability Toolkit for MSPs** gives you the resources to communicate that value, demonstrate ROI and close BCDR deals faster.

[Download now](#)



¹[NOAA predicts above-normal 2025 Atlantic hurricane season | National Oceanic and Atmospheric Administration](#)

²[Hurricane Costs](#)

³[NOAA predicts above-normal 2025 Atlantic hurricane season | National Oceanic and Atmospheric Administration](#)