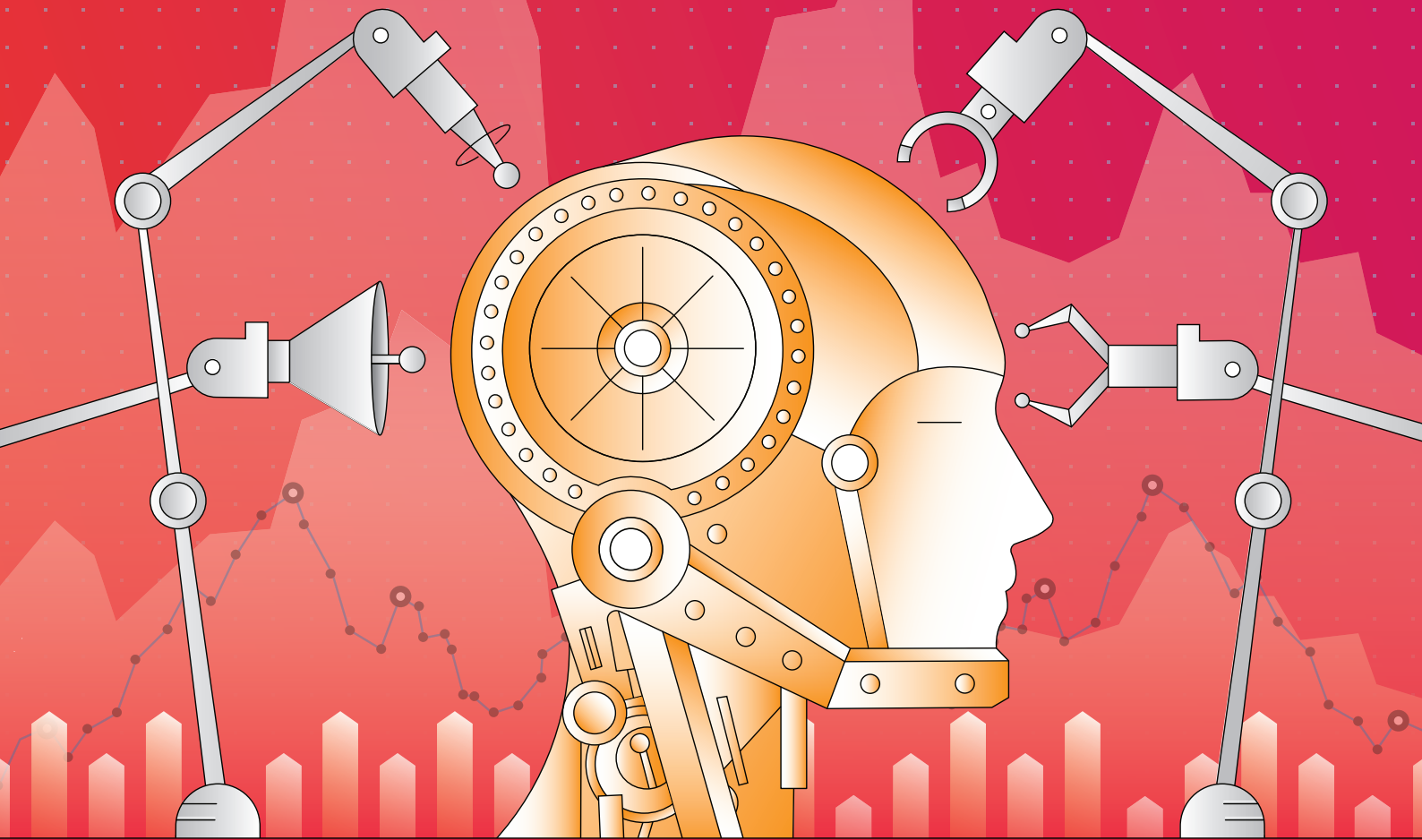


# Managed Service Provider

October 2018

TAKING MANAGED SERVICES TO THE NEXT LEVEL



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# THE TOP 500 MSPS CHOOSE WEBROOT OVER ANY OTHER ENDPOINT SECURITY

That's because Webroot SecureAnywhere® Business Endpoint Protection features multi-vector protection with an easy-to-manage, single-pane-of-glass console.



**FIND OUT WHY  
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WITH TOP MSPS.**

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## A letter from Austin...

At Datto, we believe there's no limit to what businesses can achieve with the right technology. We deliver the tools that enable our partners to do more for their customers. We're constantly innovating and experimenting to empower our partners and continue to drive the channel forward.

In this issue of Provider Magazine, we're looking forward to the future of managed services and discussing how our partners can be on the edge, no matter what comes their way. In addition, we're providing a look at some of the updates to the Datto product family, data regulations, and the Datto Disaster Response Team.

## AUSTIN McCHORD CEO

Austin McChord is the CEO of Datto, a data protection company formed in 2007. A Connecticut native, McChord started the company in his parents' basement after completing his degree in bioinformatics at RIT. Under his leadership, Datto has experienced incredible growth, making the coveted Inc. 500 list of fastest growing companies for three consecutive years, and now employing more than 1,400 employees in locations around the world.



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# MSPs AND THE FUTURE OF DATA REGULATIONS

May 2018 brought on a lot of hubbub about the General Data Protection Regulation (GDPR) enacted in the European Union. In truth, companies should've taken the time over the last couple of years to become "compliant." If businesses don't know what is required to become compliant, consulting an MSP in their area is the best first step. Essentially, if a company handles data that is associated with a European Union citizen, that citizen has the right, in certain circumstances, to know:

- What personal information is stored.
- What personal information is processed and where it goes.
- How they can to remove their identification from the information or "be forgotten."



By Henry Washburn,  
Senior Competitive Intelligence  
Manager, Datto  
Questions? [hwashburn@datto.com](mailto:hwashburn@datto.com)

Also, the company that controls the data must securely store said data and ensure anyone who has access to the data is also secure. If a company violates the regulation, they're liable to pay hefty fines.

Canada and California have also enacted similar laws detailing how personal data is used, what needs to happen in case of a data breach, and how to prevent them.

#### What If Your Information Was Leaked?

Companies get worried about all the work that has to be done or fines that could be applied if there is an issue, but let's take a step back and see why these regulations are being enacted.

For the sake of this article, remove yourself from the company. Would you want someone

knowing your passport information, where you live, whether you have a dog or cat, where your kids go to school? I know I don't. While I am not necessarily a fan of strict regulation, the marketplace has not done a good job of openly regulating thieves the way a government can. Enter the data protection regulations.

While past regulations have done little to curb illicit activity, requiring companies to protect and disclose how personal information is stored seems like a logical next step.

#### Where Does Regulation Go Now?

Regulations offer a baseline of acceptable conduct. Companies falling outside of the acceptable conduct are then subject to the laws enacted. Once there is a defined set of rules, likely getting more nuanced through litigation,

governments can go after cyber criminals who may or may not be in the same country.

Since data breaches are a worldwide problem, there may be a requirement for additional laws and actions on a global scale. However, that gets to a macro-problem where MSPs don't really have a lot of sway. However, most regulations will likely include something of the following:

- Data should be hard to get to when being stored, accessed, and sent to other locations.
- Data retention times should be held to.
- If there is a breach, there should be a way to mitigate the breach and restore the data.

## WHAT SHOULD AN MSP DO?

An MSP focuses on their customers and makes sure they are not vulnerable.

1. Assume that your clients are vulnerable. Do an internal or third-party penetration test for the business and the technology stack that you offer to end users. Reevaluate your business tools and needs along with the technology stack after those tests are done. This helps you show the value to your end users when other competitors try to take your business.
2. Assume that your customers will be compromised. Run through scenarios with your technicians so they know what to expect. You can also ask prospects you are looking to gain as a client what fire drills they run through? If none, it's an easy win for you.
3. Offer education to your own employees and customers because users are the biggest vulnerability. Requiring them to undergo training equips your employees to make better decisions.
4. Partner with vendors that help you meet regulation needs. While true compliance is essentially at the "last mile" of service, make sure that your vendors are competent and forthcoming about how they help you achieve compliance.
5. If you are concerned about specific regulations and how you achieve the rules outlined in them, then have a professional review it with you and make suggestions.

These are preliminary steps to help you and your end users. More steps will follow as you start to develop a security-based mindset. After all, security starts with the individual, not with "magic bullet" technology.

# MSP OF THE FUTURE

Solving IT Problems That Didn't Exist In the Past

Datto is constantly working to develop solutions that will drive our partners to new heights. We're not only focusing on what MSPs need to succeed today, we're thinking about what 'tomorrow's MSP' will look like.

**According to forecasts, IT spend will be an astounding \$72 billion by 2022. This represents an incredible opportunity for MSPs, but to get a piece of this pie, MSPs will have to innovate and stay ahead of the curve.**

#### **Predictive IT Resource Planning**

What if we could become more predictive and proactive when it comes to the ticketing process? Currently, IT services are largely reactive; something goes wrong, and then you fix it.

For example, nuclear power plants don't wait for meltdowns to occur, they prevent them from

happening in the first place. What if you could see patterns and 'predict' when a server will crash? While we may not have a solution like this quite yet, with Remote Management and Monitoring (RMM), we can utilize predictive analytics. You can set up triggers within an RMM tool to create a ticket within your help desk. Once the ticket is created, you can segment tickets created from end-user events in your PSA.

#### **Secure SaaS Applications**

Today, nearly everyone is using software as a service (SaaS) applications. Unfortunately, many people treat these apps like a simple piece of software for a simple

task. In reality, these apps can be the keystone of a company, and the failure to treat them as such may have catastrophic effects.

So, how can MSPs answer this issue and avoid any headaches? One option is to run an audit of all apps that your company uses. The aim isn't to remove their freedoms and constrict their privileges but to, instead, get a better scope of how secure your company may be. It's important to talk to every employee and get a full understanding. After you have completed the audit, you can do an even better job of creating a backup plan that is properly suited for your needs. MSPs have a major opportunity to provide SaaS application manage-

ment and protect the valuable cloud data of their customers.

#### **Home Office in a Box**

Working from home is supposed to be a convenience, but it often creates a headache for companies. Businesses are constantly improving their facilities and hardware but rarely improve the experience for remote employees.

Internal IT plays a smaller role as businesses move remote and offsite, so it's important to consider how an MSP can make working from home more simple and secure. Supply remote employees with the best tools to do their jobs and ensure their remote office is set up properly. You can start by creating

a single SKU for an employee package. This should cover the workstation, Internet connec-

**What are MSPs offering today that they never would have imagined a few years ago? That's how we must view the future of the IT landscape.**

tion, and user security. The key is to eliminate the financial burden of the user. If you rely on the user

to pay for things out of pocket, it's an unfair expense on their part and is more likely to result in cutting corners.

Provide ongoing management for standardized home office equipment, software, and services. This will empower employees to work remotely without having to use any of their personal home equipment. This will also save headaches for IT staff because they won't have to troubleshoot hardware and services they are unfamiliar with.

#### **Make Physical and Digital Security More Intelligent**

Today, it seems like we're seeing smarter security and technology in a household than we see at

the headquarters of many businesses. Many companies rely on a keycard to access a building. Sure, it seems safe on the surface, but these door locks are anything but smart. Let's say an employee loses their keycard on a Friday evening. They likely won't notice until the following Monday morning when they're getting ready for work. A lot can

go wrong in that time frame. However, the second you misplace your cell phone, you notice. If locks were tied to smart devices and utilized something similar to two-factor authentication, you could easily enable and disable these devices at will and avoid breaches. The next big leap in technology will come from tying physical security to personal identity, and MSPs have a major opportunity here to go upmarket.

#### Build Backups by User

When backing up and restoring data, we tend to look at it as the need to back up infrastructure. It sounds simple, but it isn't that easy when your IT infrastructure is everywhere. The future demands we change that. It's time to start thinking about backups on a user basis and to consider how users actually USE these backups. After all, a single user's data lives across multiple platforms, including mobile, desktops, SaaS apps, and more. Look at it as, 'I need to restore all this data for Mr. Smith,' instead of 'I need to restore Server A.' Grouping

data into users, agnostic of the platform, will be the next level of BCDR. MSPs need to have a backup plan for user data, no matter where it lives.

### ACTIVITY: BRAINSTORM ABOUT THE FUTURE OF YOUR BUSINESS

**As an innovator in the MSP market, it's important to look to the future. MSPs must think two, three, even five years down the road. Come up with three products or services that you are not collecting a single dollar of revenue on today, but you will be collecting three years from now.**

**Start early and get the concept from the drawing board to the planning room floor, and determine how you can and will create new revenue from these ideas in three years.**

**In short, what are the products and services you will be selling that you are NOT selling now?**

## Managing the MSP's Office of Tomorrow

Hindsight is 20/20. When we look back at how we managed our offices even just a few years ago, we can clearly see how technology has made things quicker, easier, and less error-prone. But what about looking forward to 2020 (and beyond), how will the MSP office of tomorrow be shaped by the Internet of Things, smart devices, augmented reality, and other innovations?

#### Looking out for #1

MSPs are at the top of their game when they use technology to improve their clients' businesses. And yet, we often find MSPs as the proverbial barefoot cobbler -- implementing the latest tech in the offices of clients, yet remaining in the dark ages of technology in their own abode. Though we have yet to see any MSP still alternating tape backups to take home at the end of the day, we are also far from 100 percent of MSPs using the latest in endpoint backup solutions to protect their property.

To properly arm clients with technology, you must put your own mask on first.

Besides practicing what you preach and the pricelessness of using lessons learned in implementing your own smart office when you do the same for clients, there are many benefits to MSPs who smarten up their operations:

- Efficiency: with technology on your side, streamlining and automating tasks, your team is freed up to work on tasks that truly have a business benefit from human touchpoints
- Productivity: by reducing (or eliminating) the mundane and increasing comfort in the workplace, staff productivity will soar as they work on things they enjoy doing and make a difference to your clients and your business
- Savings: with advancements in IoT, you can easily control consumption (and eliminate waste) of resources: energy, water, and paper
- Safety: some IoT advances make your office safer -- both the physical space and the virtual one become more secure (burglars and hackers beware!)

#### Smart Solutions for Smart MSP Offices

Different elements of your office environment can now be smart. While advancements are at varied stages of maturity, these top essentials are currently being implemented by MSPs preparing for tomorrow.

#### Voice Access (and More)

By implementing smart connected devices like security cameras, smart locks, and access control systems, you empower your team and visitors to use their smartphones, voice controls, fingerprints, or iris scans to enter the (virtual or physical) premises or restricted areas, clock in and out, and work in safe, monitored conditions that protect them.

Digital voice control and biometrics are still in relative infancy, with few devices being enabled for facial recognition

authentication, and Siri and Alexa still making comedic fails (check the Twitter hashtag #Alexafail for some LOL moments). However, as manufacturers of IBM Watson, Cortana, Alexa, and Siri seriously incorporate more machine learning and artificial intelligence, we'll soon be in an era of Jarvis-like controls for superhero MSPs' offices.

To start now, setting up your security systems to be smart is definitely a . . . well . . . smart move for an MSP.

#### Data About Energy (and More)

Smart energy sensors account for weather, lighting, and the needs of those in a room. They can automate window shades or electronically tint smart glass, as well as regulate lights and air condition for comfort in each room. They limit your spend on energy and maximize the comfort and the productivity of occupants.

But the more powerful (pun intended) benefit of these smart energy sensors is the data they can gather, analyze, and use to make better-informed decisions. By applying machine-learning algorithms, a smart office will follow in the footsteps of smart manufacturing, which is already successfully using data gathered by sensors and analyzed by algorithms to cut costs and increase productivity.

#### Tomorrow's MSP Office

Imagine your Office Manager arriving to the office in the morning: scanning their iris at the door, gaining access to the office, arriving at their workstation, already logged in, using an AR keyboard to access their dashboard, swinging by the kitchen to grab their favorite flavor of Keurig already brewing, going to the conference room to set up the first video conference session with a client with their voice command, and arriving back to their station 5 minutes later to a delivery from the office supplies warehouse of toner that will run out later in the week, then getting an alert on their smartphone of the energy bill that decreased by 73% due to the smart sensors and energy efficient LED lighting.

In their first 10 minutes, they have likely accomplished more tasks than they used to complete by lunch in the pre-smart-office era.

And yet, none of these advancements are science fiction. They are all ready today to make tomorrow easier and better.

In 2020, which is just over a year away, we will look with 20/20 hindsight upon the end of 2018 and be glad we began implementing smart technologies in MSP offices.



# Product Enhancements

DattoCon18 featured a long list of exciting announcements across all of our product lines. According to CEO Austin McChord, 2018 was all about new features and what's next.

## Unified Continuity

We announced two exciting updates to the Datto Continuity product line. The first, Rapid Rollback, is designed for situations when a file restore would be complex and time-consuming, but a full system re-image isn't necessary—following a ransomware attack, for example. Rapid Rollback runs comparison checks between the existing system files and the backup, so you don't need to spend time identifying the individual files and folders to restore. The second, Advanced Backup Verification, is a series of automated checks designed to verify the integrity of restore points. It includes Screenshot Verification, Local Verification (e.g., file system, volume, ransomware checks), Application and Service Verification, and support for custom verification scripts.

## Partner Portal

Our Partner Portal was updated with Two-Factor Authentication (2FA) for customers who manage their own devices.

## Datto Networking

All Datto Networking APs, Switches, and Managed Power devices now offer a lifetime warranty, retroactive to when the device was purchased. Additionally, Datto Networking saw a number of updates and new products. The DNA now includes Enhanced Web Content Filtering, available as a firmware upgrade. This ensures that the DNA is better equipped to prevent malware, ransomware, and command and control attacks. We also announced the availability of the Datto MP60, our first Managed Power device, which allows you to remotely or automatically reboot non-responsive electronic devices. The AP62, our latest 802.11ac Wave 2 access point, is now available and offers three discrete internal radios (one 2.4GHz and two 5GHz) for improved performance in high-density environments. The new E24 switch offers two 10Gb SFP Uplink ports and an increased PoE budget of 410W. Finally, we launched the Datto Networking Mobile App, which allows you to monitor customer networks from an Android phone or tablet (available soon on iOS).

## Autotask PSA

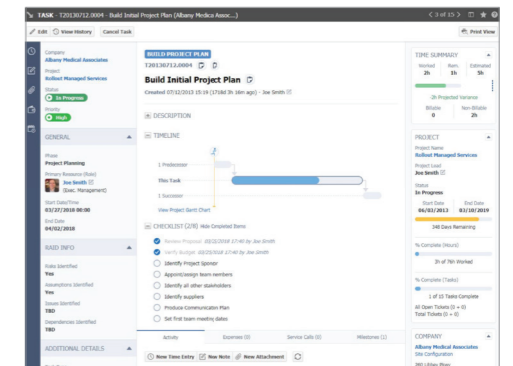
Autotask PSA got a number of new updates as well. First up, the new Task User Interface provides a user experience consistent with the ticket UI. It allows control of which task attributes and insights are included, how they're sorted, and if they're required. Another new feature, Line of Business, allows you to define multiple lines of business for segregated financial reporting and invoicing. The new Account Locations feature allows you to better manage multiple locations or divisions of an account. Mobile Dashboard gives you visibility into all aspects of your business from your smartphone or tablet. Finally, we announced an update to the Datto Continuity Integration, which allows Autotask users to manage their Datto Continuity fleet directly from PSA.

## Datto RMM (Formerly Autotask Endpoint Management)

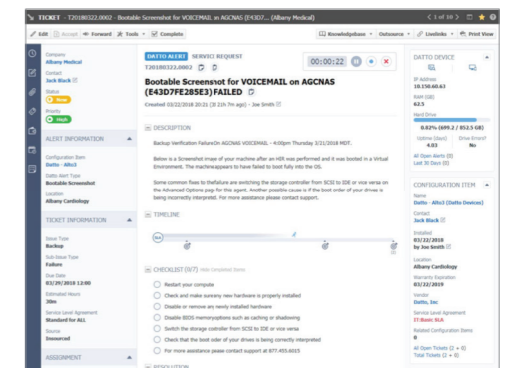
Autotask Endpoint Management received a new name and a number of feature updates. Datto RMM's new Universal Antivirus Audit detects antivirus products, product versions, running status, and up-to-date status on any endpoint. Additionally, End-user Ticketing offers a seamless way for your clients to create tickets via an online form rather than by phone. This delivers an improved customer experience while streamlining workflows. Finally, Datto RMM received improved reporting tools, which allow you to generate great looking reports that give your customers clear visibility into the status of delivered services.

## AEB/AWP

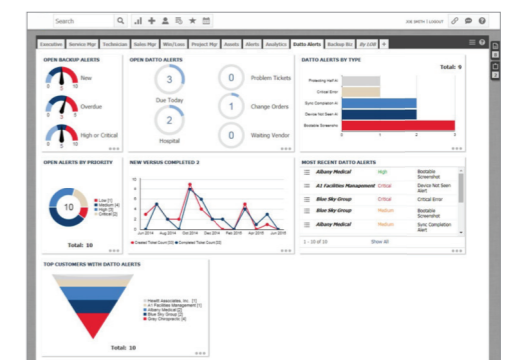
We added Policy Driven Alerts to Autotask Endpoint Backup. This new feature allows you to define the desired visibility into the backup status, making it easier to identify and address issues quickly. Autotask Workplace saw two new updates. First, Enhanced Microsoft Office 365 Integration enables Workplace users to securely access and collaborate on Office 365 documents from within Workplace Online. Second, Edit via Public Link enables third parties to utilize MS Office Online to securely collaborate in real-time with Workplace users.



Task User Interface



Integration Ticket



Integration Dashboard

Device Health Summary Report

SUMMARY

22

Devices with Check Passed: 3

Devices with Check Failed: 19

22

Servers: 2

Workstations: 17

Network Devices: 2

ESXi Hosts: 6

Printers: 1

Monitors: 9

Total Managed devices: 22

SERVERS

Device Name	Device Description	Operating System	Sufficient Data Space	Sufficient Backup	Fully Patched	Antivirus Up to Date	Under Warranty	Online 30 Days	No Open Alerts
LAV-DYNAMITEC	Verified	Microsoft Windows Server 2012 Standard	✓	✓	✓	✓	✓	✓	✓
WORKSPACE20000	WIN-ANGL-E228100	Microsoft Windows Server 2012 R2 Standard	✓	✓	✓	✓	✓	✓	✓

WORKSTATIONS

Device Name	Device Description	Operating System	Sufficient Data Space	Sufficient Backup	Fully Patched	Antivirus Up to Date	Under Warranty	Online 30 Days	No Open Alerts
PERISTOP-LUT1102P	DESKTOP-LUT1102P	Microsoft Windows 10 Pro 1511.1000	✓	✓	✓	✓	✓	✓	✓
Matthew-Matthew-P	Matthew-Matthew-P	Mac OS X 10.13.4	✓	✓	✓	✓	✓	✓	✓
SI-BROK	SI-BROK	Microsoft Windows 7 Professional 6.0.6002	✓	✓	✓	✓	✓	✓	✓
LAV-AUG	Out of Support	Microsoft Windows 10 Enterprise 15.10.1000	✓	✓	✓	✓	✓	✓	✓
LAV-BITDEFENDER	In Progress	Microsoft Windows 10 Enterprise 15.10.1000	✓	✓	✓	✓	✓	✓	✓

Reports

# Why MSPs Need a Truly Unified PSA and RMM

**An IT Professional Services Automation (PSA) solution is the central hub for any MSP.** A proper solution integrates with critical applications that an MSP needs to run their business, providing full visibility into customers, internal operations, and profitability. The PSA solution should be purpose-built for MSPs and have a user experience that is optimal for unique workflows and business processes.

A PSA solution provides a one-stop shop for an MSP. This tool can organize process information, client information, inventory, billable hours, time-off requests, and more.

**Why You Need an Integrated IT PSA Solution**

Ask any MSP, and it's likely they'll tell you that an uptick in efficiency in their day-to-day tasks would be welcomed into their business with open arms. But with so many cloud applications available to MSPs these days, there needs to be a better way to centralize their operations to save time and protect their margins.

Accountability and customer satisfaction are complementary in many ways - with more accountability, customer satisfaction (one of the most important tangible business metrics one can measure) rates will soar. Bundle that with a business management tool that organizes all of your technicians' tasks and you're sure to see efficiency improvements.

**Increased Productivity with PSA**

Forrester conducted a Total Economic Impact study and outlined those tangible results for

MSPs and ITSPs to see what could be achieved if they choose the Autotask Unified PSA and Datto RMM. Some highlights include:

- 48% reduction in dissatisfied customers.
- 28% increase in response times.
- 10% increase in attained response time for contracted SLAs.

These are just a few of the many benefits Forrester outlines in their Total Economic Impact study for unified PSA + RMM from Autotask. The report also covers countless other metrics that are key for businesses looking to improve overall efficiency. Take a look for yourself, and see what other benefits unification can bring.

End-to-end management in the Autotask PSA offers a single solution with endless opportunities. Here's a quick list of some features you can enjoy in the solution:

- CRM: Win new business and manage your existing customer base with a full 360-degree view of account information.
- Service Desk: The Ticketing module is ITIL-aligned with built-in best practices to make sure MSPs hit their SLA targets.
- Projects: Manage projects so they come in on-time, on-budget, and on-spec.
- Time & Billing: Ensure all billable time and expenses are accounted for without dispute.
- Customer Agreements and SLAs: Meet commitments with detailed customer

agreements and SLA documentation at your fingertips.

- Reporting: Easily understand the most important metrics and deadlines to continually improve service.
- Unified Platform: PSA and RMM in an integrated platform that consolidates all mission-critical data.

To learn more about Autotask PSA solution, head to [datto.com/bm-mag](https://datto.com/bm-mag)

ASK ANY MSP, AND IT'S LIKELY THEY'LL TELL YOU THAT AN UPTICK IN EFFICIENCY IN THEIR DAY-TO-DAY TASKS WOULD BE WELCOMED INTO THEIR BUSINESS WITH OPEN ARMS.

## Channel Events

The Datto Team attends over 80 events throughout the year and we want to meet you.

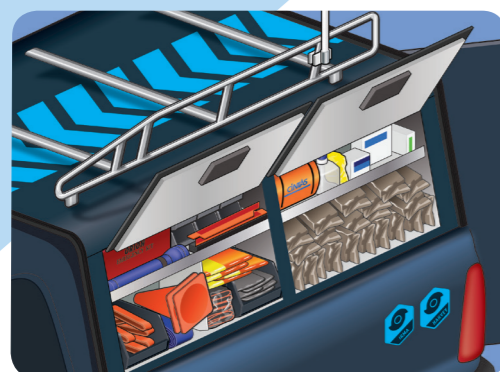
Head to [datto.com/events-mag](https://datto.com/events-mag) for more information.

<b>16</b> OCTOBER	Datto Roadshow Oklahoma City, OK	<b>6</b> NOVEMBER	Datto Roadshow Charlotte, NC
<b>17</b> OCTOBER	ASCII Cup Seattle, WA	<b>8</b> NOVEMBER	Datto Roadshow Raleigh, NC
<b>18</b> OCTOBER	Datto Roadshow St. Louis, MS	<b>8</b> NOVEMBER	iTech - Toronto Toronto, ON
<b>18</b> OCTOBER	Robin Robins' Producers Club Nashville, TN	<b>12</b> NOVEMBER	HTG Peer Groups Orlando, FL
<b>23</b> OCTOBER	Datto Roadshow Long Island, NY	<b>13</b> NOVEMBER	Autotask Product Training Portland, OR
<b>23</b> OCTOBER	iTech Edmonton, AB	<b>14</b> NOVEMBER	iTech - Vancouver Vancouver, BC
<b>24</b> OCTOBER	Datto Roadshow Edmonton, AB	<b>15</b> NOVEMBER	Cloud Services Roadshow Seattle, WA
<b>1</b> NOVEMBER	Datto Roadshow Vancouver, BC	<b>27</b> NOVEMBER	Datto Roadshow Orange County, CA
<b>5</b> NOVEMBER	ChannelPro SMB Forum Long Beach, CA	<b>6</b> DECEMBER	IoTSSA Atlanta, GA

# A Look at the Disaster Response Team Truck

Protecting our partners and their data isn't a spectator sport. Sometimes, it involves joining them on the front lines and doing whatever it takes to help them and their customers. That's where the Datto Disaster Response Team (DRT) comes in.

Backed by various members of the Datto family, a team of Datto employees is ready on the front lines in our DRT truck. The truck can carry four DRT members with a stockpile of Datto devices, battery packs, and MREs. Learn more in the illustration below.



## Disaster Response Necessities

- Cintas first aid kit
- Hand sanitizer refill
- Sanitizing wipes
- Particulate respirator masks
- Anti-static alcohol wipes
- Lens cleaning station
- Bug repellent
- MREs

## Emergency Response Equipment

- Hanging LED work light
- Emergency kit & batteries
- Large flashlight
- Small flashlight
- Vehicle guide cones
- Vehicle flare kit
- Spare fuses
- Head lamps
- Utility knives
- Locking tie-down straps
- Tow cable
- High-visibility vests
- Rain ponchos
- Work gloves
- Safety glasses

## Power and Networking Equipment

- Battery jump pack
- 24 DNAs
- 25 ZOTAC Devices
- 5 Switches
- Trailer Hitch
- Mobile LED

## Network Reconstruction Equipment

- AP60 network switches
- ATPOE switches
- DRT documentation
- 6' CAT6 cables
- 20 120GB SSD (S3P 1K image)
- 10 120GB SSD (Unimaged)
- Storage bins
- Emergency flashlights

For more about the DRT including additional content and an exclusive video, head to [datto.com/blog-mag](https://datto.com/blog-mag)



# PARTNER AWARDS FROM DATTOCON AUSTIN

We had a blast down in Austin, Texas at DattoCon18. Highlighted by some exciting product updates across all Datto lines, as well as some exciting keynote speeches from Sir Richard Branson and Robert Herjavec, DattoCon18 was THE premier event in the channel to date. Of course, this success would not be possible without our channel partners, so every year we like to honor some of the standouts from the Datto family. Check out the full list of our 2018 award winners below!

**Partner of the Year:** This partner has made a commitment to not only offering Datto as their business continuity solution, but supporting Datto in the promotion of our products and our support of the channel community. They are true advocates for Datto, and are always willing to participate in webinars, peer-to-peer conversations, presentations, and panels. They also spend the time giving feedback on how we can continue to improve everything from product to partner programs and they have contributed significantly to Datto's ongoing success.

EMEA: Technology Services Group

APAC: DWM Solutions

US: ThinkGard

CAN: Lanetco Computer Networks

Autotask: Synoptek

Autotask INTL: Circle IT

**Pioneer of the Year:** This award recognizes a partner that is blazing a new path for Datto, specifically when it comes to utilizing Datto's Marketing Development Funds Program to help build brand awareness. This partner participated in the program and developed a plan of action for recruiting new clients and growing

their business overall. Many factors play a role in building a successful marketing event, and this partner clearly separates themselves as a Pioneer of the Year.

EMEA: Complete I.T.

APAC: ASI Solutions

US: Lincoln Computer Services

CAN: Webtek Service Informatique PME

**Community Partner of the Year:** This partner goes above and beyond to support not only the Datto Partner Community, but the overall IT community. This partner is involved in peer- networking groups and managed service provider community organizations. They are often called on to mentor new Datto partners and are always willing to do so. This partner also shares their experiences by discussing mistakes they've made along the way, and the success they have had with other tools and technology partners to become the full managed service provider that they are today.

EMEA: Aabyss

APAC: Base 2

US: Teknologize

CAN: Rational Business Solutions Inc.

**Datto Hall of Fame:** This award recognizes those that have been an active partner with Datto since our early days highlighting their loyalty and long-term partnership. Each year we recognize those that have been with us and stuck with us as our company grew to the industry leader we are today. Partners chosen for this award will be those with the earliest sign on date that have maintained a Enterprise or Blue status in our Global Partner Program.

River Run Computers

masterIT

Aureon Technologies

Interplay

IT Service Pros

Anchor Network Solutions, Inc.

**Innovator of the Year:** This partner has found an innovative way to promote the value of business continuity to a specific customer vertical. The real-world scenarios that they use to show the need for business continuity have helped them win business, grow their organization, and become a thought leader for that vertical. This partner also shares their strategy with other Datto Partner Community members to help them do the same.

EME: Carya Group

APAC: Mangano IT

US: ITPartners+

CAN: Great White North Technology Consulting Inc.

**Breakout Partner of the Year:** This awards goes to a longer-term Datto partner that sold the most Datto devices within a 12-month period.

EMEA: Sinergy Studio S.r.l.

APAC: Milan Industries

US: One Safe Place Media Corp

CAN: LOB Inc.

**Largest Datto Fleet:** This award recognizes the partner with the most active Datto devices as of June 1.

EMEA: Achab

APAC: Xari Group

US: Computer Integration Technologies Inc.

CAN: Empyrion Technologies, Inc.

**Fastest-Growing New Partner of the Year:** This award goes to a newer partner that joined our partner program that has sold the most Datto devices within the last 12 months.

EMEA: Niteflite Networkxx

APAC: Evologic

US: Northern Summit Technologies

CAN: CTech Consulting Group

LEARN MORE ABOUT THE EXCITING  
NEWS AT DATTO.COM/DCBLOG-MAG

# Datto Networking Momentum

Since Datto Networking launched in January of 2017, it's been a whirlwind. As I look back on the past year and a half, it's incredible how far we have come. We entered this space with a single mission: to deliver MSP-centric networking in a way no other vendor would. It all starts with powerful hardware—a full stack of integrated networking products, all managed in the cloud.

We built the entire product line around how you deliver services to your SMB clients, including pricing that is affordable. No contracts, and monthly pricing that doesn't kick in until you deploy the product to a customer. All backed by 24/7/365 Direct-to-Tech support, because when you need help, you need it immediately.

Datto Networking is all about MSPs. You helped us grow. You gave us your feedback, and we delivered. Here are the highlights from the past year.

## APs

We introduced the AP42, which, at the time, was the most performant access point Datto had ever produced. The AP42 boasts a quad-core processor, more (almost double) and faster RAM than its predecessor, the AP40, and was built on the 802.11ac Wave 2 standard. We recently followed it up with the AP62. The AP62 shares the same quad-core processing power as the AP42, but offers three discrete internal radios—one 2.4GHz and two 5GHz. The additional 5GHz radio enables powerful performance in high-density environments.

## New Switches

Our E-Series switches have been available since we launched Datto Networking and were very well-received by our partners. In fact, you liked our switches so much that you wanted more. You asked us:

- To add lower priced models.
- To extend the speed and management capabilities.

So we got to work, and we delivered both. We launched the L-Series 8 and 24 port switches with a lower PoE budget than the E-Series. More importantly, we introduced these switches at a very competitive price point. We launched a new E24 switch that begins the process of extending our switch capabilities. The new E24 switch offers two 10Gb SFP uplink ports and an increased PoE budget of 410W. Even with the increased performance, the price point for the E24 did not change. At the same time, we added a completely new, Datto-branded SFP lineup, including 10Gb modules to complement the new switches. The E24 is the first update to our switch lineup to enable more advanced features, both in hardware and cloud management. And we're just getting started.



By John Tippett,  
VP of Networking, Datto  
Questions? [jtippett@datto.com](mailto:jtippett@datto.com)

## DNA Evolution

Since its initial launch in January of 2017, we have added over 100 new features to the DNA. The latest was announced at DattoCon18: Enhanced Web Content Filtering. This new feature adds a vital security layer at the DNS level, stopping threats before they get to the network. Enhanced Web Content Filtering ensures that the DNA is better equipped to prevent malware, ransomware, and command and control attacks. Additionally, it prevents malware or other viruses that reach your network from communicating back out to the Internet.

## Managed Power

We introduced a completely new product line: Managed Power. The Managed Power product line is purpose-built to eliminate *Power Trips*—that's what we call it when you have to drive to a customer's site and pull the plug on a non-responsive device. Power trips are expensive and time-consuming, and worse, the customer is experiencing downtime while you are on the road. No more! Datto Managed Power enables you to remotely or automatically reboot any non-responsive electronic device.

## Lifetime Warranty

This was another important request from our partners, and we are excited to report that we are delivering. Announced at DattoCon18, all Datto Networking APs, Switches, and Managed Power devices ship with a lifetime warranty. We also wanted to make sure our existing partners and the devices already in their fleets were covered, so the warranty is retroactive to the date the device was purchased. Lifetime warranty is here!

## Mobile Application

Our new mobile app simplifies how you work with, install, and manage your Datto Networking devices. From an Android phone or tablet (available soon on iOS), you can view and monitor all APs, switches, managed power devices and clients, including device health, bandwidth, power usage, and switch PoE budget. You can enable, disable, or power cycle ports on the MP60.

Our roadmap is full of new products and features and more MSP-centric capabilities. If you haven't tried Datto, it's time to take a look. We're reinventing how MSPs do networking. For more information, go to [datto.com/networking-mag](http://datto.com/networking-mag)

## Why The ASCII Group Could Be Right for You

Join over 1,300 MSP members across North America

Founded in 1984, The ASCII Group is the premier community of North American MSPs, VARs and solution providers.



### PROGRAMS

Gain access to our 70+ programs and services as well as a dedicated membership representative. Pick and choose the programs that work for your company.



### ADVOCACY

We are your advocate in the industry. If there is an issue with a partner, contact us. ASCII will reach out on your behalf and often get the issue resolved in one email.



### COMMUNITY

The ASCII Group is a community...we are vendor agnostic and do not require the use of any particular vendor or service.



### SAVINGS

Our business programs provide an excellent ROI – more than offsetting your cost of membership. We offer distributor, manufacturer and business service discounts.



### OPPORTUNITY

Our group has over \$9.6 Billion in system wide sales that we leverage for your benefit. We also have private group buys and offer competitive business insurance programs.



### RISK FREE

Membership in The ASCII Group is risk free. We offer a 100% refund after 90 days. No additional chapter costs or meeting expenses.



The IT Community

\*Use promo code **DATTO MSP** when joining to receive our customizable HD video (\$500 value) – The Importance of Hiring an IT Professional (valid until December 31, 2018)

800-394-2724 | [info@ascii.com](mailto:info@ascii.com) | [www.ascii.com](http://www.ascii.com)



## SUCCESS STORY

# Why Datto is the Perfect Partner for Canadian MSP

**“THE PEOPLE, SOLUTION, AND SUPPORT ARE AWESOME. THAT COMBINATION IS DIFFERENT THAN ANY OTHER VENDOR. IT SOUNDS TOO GOOD TO BE TRUE, BUT IT ISN'T.”**

**Curtis Hemingway**  
IT Director, CBM

CBM IT is an MSP located in Edmonton, Alberta, that offers a variety of managed services with around-the-clock monitoring and a proactive approach to keep their clients up and running and protected.

Curtis Hemingway has been in the IT industry for about 30 years and currently serves as the IT Director for CBM. Hemingway has a small staff of only five, with roughly 30 managed service clients and over 100 break-fix clients that he is in the process of converting. According to Hemingway, the sweet spot for his staff is about 50-70 seats per client.

“Being proactive and staying ahead and managing the day-to-day gives us the edge. We look for issues and respond to them before they become a bigger problem. It keeps the noise down and keeps the tickets from accumulating—that’s how you make managed services work,” said Hemingway.

When Hemingway first joined CBM, he was unhappy with the BCDR solution in place, and did a complete rip and replace with Datto. “We wanted a partner that fit us better.” Hemingway says Datto is superior in various ways. “Our old solution was just backup, and we needed more. Datto offers a complete solution for BCDR. The solution checks all the boxes and fills all the gaps, and it proved itself when our exchange server failed. Luckily, I was able to spin-up locally and get mail flowing again when the server crashed,” said Hemingway.

Additionally, Datto has a stronger Canadian presence than anyone else, according to Hemingway. “They bill us in our local currency. It may seem trivial, but our previous vendor

didn’t use local currency so we would get hit with transaction fees and exchange rates, so we could never accurately predict costs. Other vendors don’t offer this, and it makes me reconsider working with them,” said Hemingway.

Hemingway said Datto is the most complete partner he has due to the marketing materials and resources at his disposal. Hemingway says he couldn’t be any happier with Datto.



*By Christopher Brunau,  
Business Writer, Datto  
Questions? cbrunau@datto.com*

## MORE AT DATTO.COM

### PROSOURCE DELIVERS MANAGED NETWORKING

**THANKS TO DATTO:** Prosource is one of the largest MSPs in the Midwestern U.S., servicing small businesses in Ohio, Kentucky, Indiana, and West Virginia. Prosource partners with Datto to deliver managed networking. [datto.com/prosource-mag](http://datto.com/prosource-mag)

**WHY A FIRE IS NO MATCH FOR BDR:** Steve Coker goes above and beyond to protect his clients from downtime. Coker is the President and founder of Datacom Limited, an MSP located in Toronto. When a customer’s business was threatened by a fire, Datacom’s experience and dedication kept their doors open and avoided downtime. [datto.com/datacom-mag](http://datto.com/datacom-mag)



## SUCCESS STORY

# How Datto SaaS Protection Keeps Two River Tech in Business

**“DATTO SAAS PROTECTION FILLED A VOID FOR OUR SERVICES. NOW WE HAVE A PRODUCT LINE THAT CAN STOP ALL FORMS OF DATA LOSS.”**

**Frank M. DeBenedetto**  
Founder, Two River Technology Group

**Frank M. DeBenedetto is the founder and owner of Two River Technology Group, an MSP located in New Jersey. Many of Two River Tech’s customers are in the financial services and legal sectors, so the ability to maintain backups and review content from employee mailboxes is crucial from a compliance standpoint.**

To help his clients get the most out of their technologies and keep their businesses running, DeBenedetto knew his business needed to evolve. About five years ago, he went on the hunt for a cloud backup vendor. He knew the industry was beginning to shift and he wanted to be on the forefront. “I didn’t want to be the last guy selling servers and trying to play catch-up,” said DeBenedetto.

In the cloud’s early days, one of DeBenedetto’s clients needed to access previously deleted data. “We had one specific instance where an attorney wanted to go back and access the mailbox of a former employee from the year before, but we couldn’t do it. We had deleted their mailbox when the employee left, so there was no archive to go back to.”

While Two River Tech was not liable for the loss, “I think they were disappointed in learning that we did not have that capability. They think ‘Well, don’t you back everything up? Aren’t we able to get back that information?’”

When Two River Tech partnered with Datto, he knew Datto SaaS Protection was the perfect compliment to the current services he was offering to his clients. “As I started to explore the product line, I saw [SaaS Protection] and that’s when I realized ‘Oh wow, I have a BIG need for this.’ Datto SaaS Protection filled a

void for our services. Now we have a product line that can stop all forms of data loss.”

Adopting Datto SaaS Protection has paid off for Two River Tech. When a client from an accounting firm required data from a deleted email account, DeBenedetto’s team was able to easily restore the relevant emails to solve the issue. “Our client was more than thrilled to realize that although they had deleted the account, we could still go back and grab that data that they needed. We looked like heroes,” said DeBenedetto.

According to DeBenedetto, MSPs need SaaS Protection. “People tend to think that if their data is already offsite, that they don’t need backup. However, O365 doesn’t have unlimited native archiving capabilities. Many MSPs assume cloud data is protected. It’s important to take a look and understand those capabilities,” he said.

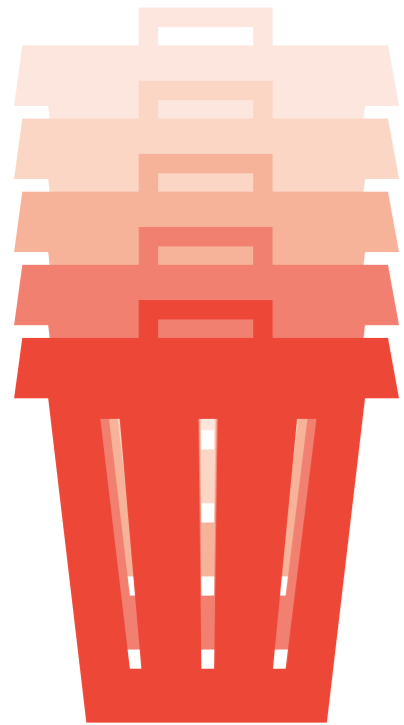


*By Christopher Brunau,  
Business Writer, Datto  
Questions? cbrunau@datto.com*

## MORE AT DATTO.COM

### SYNOPTEK ANTICIPATES A 30% EFFICIENCY

**GAIN WITH UNIFIED PSA-RMM:** Eric Westrom, CTO of Synoptek, Inc. recognized there were inefficiencies with the platforms the company used to manage their data and execute their daily tasks. They had outgrown their legacy RMM tool, which was separate from their other business management platforms. [datto.com/synoptek-mag](http://datto.com/synoptek-mag)



## SUCCESS STORY

# Sawback IT and Datto Save Client From a Costly Mistake

**Sawback IT, a division of LANslide Integration Services Inc.**, is an MSP located in Western Canada, offering business continuity and cybersecurity services to keep their clients up and running, uninterrupted.

Todd Scheven, President of Sawback IT, has been in business for over 23 years, protecting nearly 100 clients from the large enterprise market all the way down to small family-owned businesses, and across multiple verticals such as government, healthcare, insurance, and energy.

Sawback IT takes great pride in the trust they've built with their clients. One client in particular was very thankful they took Sawback IT's recommendation. Ballistic Echo, a software development house and Xerox Personalized Application Builder Authorized Partner, decided to invest in a more reliable business continuity solution after Sawback IT stressed its importance. Ballistic Echo develops thousands of lines of source code each day and needed the ability to back up their data often and easily.

"Trust is the cornerstone of every relationship, and we've worked hard to become our client's trusted advisor that they know they can rely on," said Scheven. In the past, Ballistic Echo utilized a file level backup solution which took a very long time to restore. In October 2017, Sawback IT implemented the Datto ALTO solution, an image-based hybrid cloud product, which offered Ballistic Echo full control of the backup frequency and restores.

Just a few months later, what seemed like a typical day of coding, turned into a disaster scenario for one particular project Ballistic Echo was developing. Human error

caused thousands of lines of unique code to be deleted, prior to pushing to source control, resulting in multiple hours of lost time, revenue, and work. Manually recreating the work would have been virtually impossible.

Within minutes, Ballistic Echo was able to restore the most recent backup themselves and recover 100% of the data. The Datto ALTO solution had them back up and running while avoiding downtime, data loss, and any intervention from Sawback IT.

"The client was self-sufficient and in complete control. The fact that they so easily logged in and restored their own data is a testament to how intuitive and easy the Datto solution really is," said Scheven.

The return on investment of the Datto ALTO solution has proven itself. When disaster strikes—which it will, in some way, shape or form—are you covered?



By Samantha Ciaccia,  
Partner Marketing Manager, Datto  
Questions? [sciaccia@datto.com](mailto:sciaccia@datto.com)

## MORE AT DATTO.COM

### CONSTRUCTION FIRM CONQUERS HURRICANE IRMA IN A DAY WITH DATTO NETWORKING:

Hurricane season 2017 was one of the top 10 most active in history according to the Weather Company. A total of eight hurricanes swept across the Atlantic basin from August to September.

[Datto.com/irma-mag](http://Datto.com/irma-mag)

**"THE FACT THAT THEY SO EASILY LOGGED IN AND RESTORED THEIR OWN DATA IS A TESTAMENT TO HOW INTUITIVE AND EASY THE DATTO SOLUTION REALLY IS."**

**Todd Scheven**  
President, Sawback IT

# TOOLS TO HELP MSPs REACH NEW HEIGHTS



Learn from Datto employees as they provide deep dives into our various products and technologies.

Topics include:

- Why MSPs Need a PSA
- Datto Managed Power
- Datto SaaS Protection



Datto CEO Austin McChord explains some of the great features Datto has to offer.

First-hand knowledge on:

- Datto Networking Lifetime Warranty
- Datto RMM
- Rapid Rollback

To watch these videos,  
head to [datto.com/resources-mag](http://datto.com/resources-mag)

# BITS FROM THE MSP Report

Recently, we surveyed roughly 2,300 MSPs worldwide on their day-to-day lives and how they approach their businesses. We published the key findings in Datto's second annual State of the MSP Report, which provides insights into the demographic and psychographic traits — and business challenges — of today's MSPs.

**“WE WORK WITH OUR MSP PARTNERS EVERY DAY TO HELP THEM ACHIEVE THEIR BUSINESS GOALS.”**

**Rob Rae**  
Vice President  
Business Development

**92%** of MSPs are active on social media, led by Facebook and LinkedIn; Reddit is the preferred forum for connecting with industry peers to discuss issues and solutions.

FOR MORE DETAILED FINDINGS FROM DATTO'S 2018 STATE OF THE MSP REPORT, DOWNLOAD THE FULL REPORT AT [DATTO.COM/MSPREPORT-MAG](http://DATTO.COM/MSPREPORT-MAG)

Finance  
49%

Healthcare  
53%

Non-profits  
44%

Legal  
45%

MSPs focus on servicing customers in a specific vertical market. Here are a few of the most common:

Manufacturing  
48%

**75%** of MSPs stated they still offer break-fix services

Marketing and sales are the biggest challenge faced by MSPs, which includes lead generation, hiring sales talent, cold calling, and market differentiation. In addition, they also list Staffing and training as major challenges. Datto offers several tools to help MSPs with these challenges throughout the report.

## MARKETING & SALES

Market Differentiation

Lead Generation

Hiring Sales Talent

Cold Calling

## STAFFING & TRAINING

Employee Training

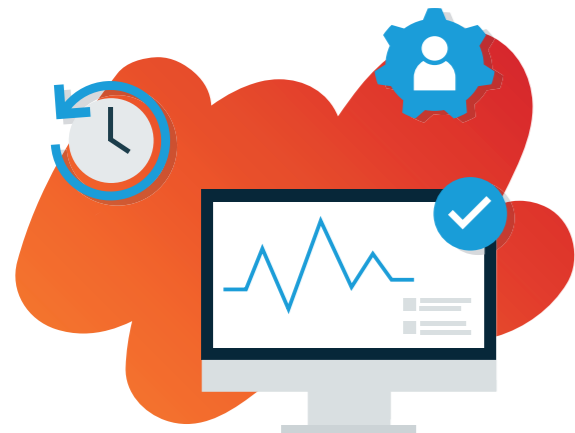
Recruiting Tech, Sales, Marketing

Employee Retention

# Make Your Business MSPeasy with Datto

Datto's Business Made MSPeasy series features quick tip for MSPs, from MSP to drive business success to new heights. Our MSPeasy series features a wealth of information on all aspects of an MSP business in the form of quick and easily-digestible videos and eBooks.

Topics include managed networking, lead generation, sales, and more. Head to [Datto.com/mspeasy-mag](https://datto.com/mspeasy-mag) today to check out the full library of MSPeasy content, and close 2018 out on a high note.



## RMM Made MSPeasy

As a managed service provider, being able to proactively address issues as they emerge, rather than after they happen, is essential to deliver exceptional service. Investing in remote monitoring and management (RMM) software is the best way to address this need. In this eBook, industry-leading MSPs are offering up their best advice for fellow IT pros who are evaluating RMM software.

“RECENT CONVERSATIONS WITH SEVERAL MSPS PROVED ALL RMMS ARE NOT CREATED EQUAL. FINDING AN RMM WITH THE RIGHT BALANCE OF POWERFUL AUTOMATION AND EASE-OF-USE IS WHERE MOST MSPS STRUGGLE. THIS EBOOK EXPLAINS HOW MSPS IDENTIFIED RMM STRENGTHS AND ALIGNED THEM TO BUSINESS NEEDS.

**Michael Bienvenue**, Product Marketing Manager, RMM



## SaaS Protection Made MSPeasy

There's a common misconception among SaaS users that backup isn't necessary for their data because it exists in the cloud. However, this is patently untrue. SaaS applications are just as vulnerable to data loss as on-premise apps. Why? Because the #1 cause of data loss is human error. People delete stuff, open phishing emails, accidentally download malware, and more. SaaS vendors are unable to distinguish if certain user actions are done in error or deliberately.

“WHEN I ASK PARTNERS, ‘HOW ARE YOU PROTECTING YOUR SAAS DATA?’ MOST RESPOND WITH ‘MICROSOFT/GOOGLE IS BACKING UP MY DATA’ OR ‘WE’RE NOT BACKING IT UP – WE NEED HELP GETTING OUR CLIENTS ON BOARD.’ THIS EBOOK OFFERS ADVICE FROM MSPS WHO ARE SUCCESSFUL WITH SAAS BACKUP.

**Angela Diaco**, Product Marketing Manager for Backupify and SaaS Protection

## Email Marketing Made MSPeasy

When executed the right way, email marketing is highly effective for MSPs to nurture leads and upsell clients. However, if executed the wrong way, it can quickly turn off prospects and customers alike. In this eBook, we've compiled a variety of tried-and-true email tips from the best MSPs we know.



“EMAIL MARKETING, DONE WELL, REMAINS #1 IN ROI AMONG MARKETING CHANNELS. WITH EMAIL MARKETING MADE MSPEASY, YOU’LL LEARN HOW TO BUILD PROGRAMS THAT STRENGTHEN CUSTOMER RELATIONSHIPS AND YOUR BOTTOM LINE.

**Jeff Ayers**, Email Marketing Manager

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*June*  
17th-19th



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