

How to Choose a Cloud Backup Delivery Platform.

A Guide for MSPs.



Asigra.

How to Choose a Cloud Backup Delivery Platform. A Guide for MSPs.

Cloud backup is increasingly becoming a very appealing data protection option for IT organizations. Many have already made the move or are carefully considering moving data protection to a private, public, or hybrid cloud.

So how do managed service providers find the right cloud backup platform vendor to partner with?

Making the right choice is critical to your success delivering cloud backup services to your customers. We have designed this resource to help you choose a partner that:

- meets the needs of your customers
- uses the right technology
- has a business model that aligns with yours
- provides value beyond the software

Note: this tool is intended to guide decisions and stimulate focused conversations around choosing the right cloud backup platform vendor. For a complete assessment, [click here to contact Asigra](#) and we will get in touch with you.

Meeting Customer Needs.

The first step in selecting a cloud backup platform is understanding the needs of your customer base and how the solution you choose will address those needs both currently and in the future. What backup and recovery challenges are your customers experiencing?

As you assess the fit of a potential cloud backup service platform, it is important to know the following about your customers:

- What are your customers' current data volumes & growth?
- What operating systems do your customers currently run & how will this change in the future?
- Do your customers want to align the value of the data with the cost of protecting it (i.e. critical data for day to day operations vs. important data for compliance)?
- Are your customers governed by industry compliance regulations such as SOX, HIPPA, Basel II, etc...?
- What are your customers' recovery time objectives?
- Do your customer need to protect data on laptops and at remote offices?
- What type of IT staffing do they have in place?

What are your customers' recovery time objectives?

Resourcing Considerations.

A software platform that demands too much of your organization or your customers won't be good for your bottom line. Avoid resourcing surprises by asking:

- How much hands-on implementation will I have to do on the customer side to deliver my backup service?
- Is the solution built to tie in with the other MSP vendor platforms that I now have or plan to implement?
- I need to offer "help desk" support to my customers for this backup service. Will I incur the total cost of that myself or is there another way for me to do this?
- How can potential vendors and their ecosystems help me lower my operational and management costs so that I don't have to incur them all myself?
- Will the vendor help me to leverage the best practices of other MSPs?

Will the provider help me to leverage the best practices of other MSPs?

Assessing the Technology.

The technology you use to power your cloud backup service has to be the right fit for you in terms of implementation and ongoing management of the solution.

To understand the impact of the vendor's technology on your own operations, assess:

- Will the solution easily integrate with my other service offerings?
- Will the solution help me meet and demonstrate that I am meeting SLAs/OLAs?
- What kind of security certifications can I show my customer?
- Does the technology allow me to backup and restore different types of data at different costs?
- Is it sufficiently scalable to support growth in number of customers and amount of data protected?

You should also consider the technology's impact from your customer's point of view. Assess:

- How invasive is the solution at the customer's site in terms of installation, troubleshooting and monitoring?
- What is involved in migrating my customers off their existing backup technology to the new solution?
- Does the solution support all operating environments?
- Is it protected with the encryption and data security that my customers need?
- My customers must comply with various industry regulations. Does the technology enable a service that would meet those requirements?
- My customers need to restore their data as fast as possible. What are the various options as they relate to bare metal restore, leveraging virtualization technology to achieve application continuity?
- Can I leverage my brand equity?
- As cloud computing evolves will my customers be able to migrate from public to private clouds or vice versa?
- In a worst case scenario, if my customer wants to leave, are they locked in?

What is involved in migrating my customers off their existing backup technology to the new solution?

Value proposition: profitability and ROI.

Adding revenue is one of the main reasons for choosing to add backup services to your managed services portfolio. How profitable are various solutions likely to be? Consider:

- What kind of ROI does the solution promise and how long will it take me to get there?
- How much risk do I have to take, and how soon?
- Is the price of entry high, or is there a flexible pay-as-you-grow model?
- What is the minimum amount of data I will need to store and protect in order to recoup my investment?
- As I grow the amount of data I protect, what additional investments will I need to make?
- What is the vendor's business model and will I be competing with them for customers?

Is the price of entry high, or is there a flexible pay-as-you-grow model?

Value beyond software.

The right support elements and intangibles surrounding a potential cloud backup platform vendor's solution are critical to the success of your offering.

Ask yourself not only how profitable potential vendor solutions will be for you, but also how well their total offering suits a business like yours. Consider:

- Would I like doing business with this organization?
 - Does the vendor's channel structure allow me to take full advantage of the business model, or am I at a disadvantage based on my size?
 - What is the vendor's track record - how long have they been delivering cloud backup technology and how many MSPs and customers use their technology?
 - What training does the vendor have to help my sales team sell our cloud backup services?
 - How will this vendor help me market my services to customers?

What is the vendor's track record?

Talk to Asigra.

Over 20 years ago, we decided that we were going to develop backup software and make it available only through channel partners, and that our partners should be able to make money right from the start.

The Asigra Hybrid Cloud Backup and Recovery solution was designed as an MSP deliverable – it wasn't merely bolted together to fill a recent market need. That's why the most profitable and successful managed service providers around the world choose to deliver their Cloud Backup services Powered by Asigra.

Contact us to learn more:

T: 416-736-8111

F: 416-736-8111

info@asigra.com

www.asigra.com

Join the Asigra Hybrid Partner Ecosystem.

Our Hybrid Partner program was designed to open the door to a broad range of partners interested in profiting from Cloud Backup services while leveling the playing field for all of our partners with pro-rata based incentives.

The program is unprecedented in the backup and recovery space because it creates enhanced customer relationships while maximizing revenue opportunities across the board - without channel conflict.

With this program, you'll be able to:

- Offer your customers the Asigra solution as a Public Cloud (SaaS) or Private Cloud (software) or Hybrid Cloud solution
- Participate in the Influencer Incentive deal registration program
- Access the opportunity to receive competitively advantageous margins and benefits regardless of your size.
- Attend the annual Asigra Cloud Backup Partner Conference.

For more detail on this innovative program, visit <http://partners.asigra.com>