



PAPER

Redmond
ChannelPartner



THE ART OF MARKETING A BUSINESS CONTINUITY SOLUTION

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IN THE CLOUD ERA, BUSINESS CONTINUITY REPRESENTS A HUGE PROFIT OPPORTUNITY FOR MSPS IF THEY KNOW HOW TO SELL IT.

Business Continuity solutions are a must have for businesses and organizations of all sizes. With natural and human disasters looming as a constant threat to mission critical data, and the price of inaction being loss of business, ensuring the always on availability of your client's business is a need MSPs can profitably meet if they have the right solution. But giving customers a hodge-podge solution with a variety of third-party vendors' products that may not even integrate well is not likely to inspire confidence and could result in a lost opportunity. MSPs need a trusted partner's purpose-built Business Continuity solution.



Backup has been one of the great innovation stories of the past decade as the public cloud has provided huge storage capacity at relatively affordable prices. "Savvy managed service providers are constantly finding new ways to turn those possibilities into profitable parts of their business," notes Redmond Channel Partner. "If you haven't rebuilt your managed services to take advantage of cloud backup, it's a great time to start. Even if you have a cloud backup, the base-line capabilities are moving so fast that it's pretty much always the right time to take another look at the way you're doing things."

HOW TO PREPARE FOR THE WORST – BEYOND RANSOMWARE

When bringing up the subject of Business Continuity solutions, it's pretty easy to get a customer's attention. You just mention ransomware. Everybody has read the news, they get it. Businesses and organizations of all sizes are

targeted by crippling and expensive ransomware attacks. But it is not just sinister organizations in Eastern Europe that your customers need to worry about. There may be trouble lurking right inside their doors. What happens if they find a disgruntled ex-employee deleted important files as a going away gift? Then there's human error. Even the best people make mistakes. One or two inadvertent mouse clicks might consign important emails to trash and if a few months go by before the mistake is discovered, the missing messages may not be recoverable. Then there are old fashioned disasters such as fires and floods that could ruin hardware repositories for mission critical data. If your customers don't have a solid Business Continuity solution, it can be difficult if not impossible to recover crucial business data from any human or natural disaster. Regardless of the event or its origins, businesses hit by a disaster need to get back up and running. Fast.

HOW TO CHOOSE YOUR BUSINESS CONTINUITY SOLUTION

With the cloud, Business Continuity no longer requires MSPs to set up costly data centers. It is now possible to reliably backup customer data in the cloud. So there's no reason **not** to get into this lucrative market. Look for a solution you can bundle to provide total business availability, so you can offer a complete solution rather than a hodge-podge of different products. For stronger margins you want to sell bundled solutions. This outperforms the alternative of selling technology piecemeal. Also, vendors now make it possible for MSPs to put their own branding on portals and interfaces. With Business Continuity bundled under your brand, customers will see you as a key vendor they can rely on.

Fast and reliable system recoveries help MSPs keep their most important promises to their clients. MSPs can standardize on Axcient's Business Continuity solutions and deliver a fast, reliable, and complete Business Continuity solution.

EFFECTIVELY SELLING BUSINESS CONTINUITY

As with most marketing plans, there are two basic steps to selling Business Continuity. Clearly explain the problem your customers will face in the event of a natural or human caused disaster in terms of lost critical data, productivity and business. Then offer a solution that is reliable, comprehensive and affordable.

Helping your customers develop or update their

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BUSINESS CONTINUITY SOLUTIONS AND THE CLOUD

If you are looking for a Business Continuity solution you can call your own, look no further than Axcient's Business Continuity solutions that integrate local backup appliances perfectly with the Axcient cloud to help MSPs protect their clients' data.

Axcient's Business Continuity offers exceptional flexibility with several different All-Flash appliance models to choose from. With next-gen, FastFlash SSD architecture, Axcient appliances deliver affordable, fast and reliable on-site system recovery for virtually any sized client environment. SSD architecture means industry-leading IOPS and a 50x speed advantage during system recoveries over the competition.

backup and recovery plan is a good way to open the door for you to successfully sell them your Business Continuity solution. A highly valuable service in the cloud backup era is updating the backup and recovery, Business Continuity or disaster recovery plan on a quarterly basis. Customers are moving faster than ever, constantly adding new cloud services, ramping up their data volumes and becoming more reliant on that data. Even a plan that is six months old is probably missing some major new data initiative, even at midmarket and smaller companies. You can come in and baseline the data environment to help prioritize backups that can serve as a lifeline. Keeping that plan up-to-date on an ongoing basis is another valuable service for the MSP's solution.

Then there are steps Redmond Channel Partner recommends to transform your business into a Business Continuity vendor of choice.

- **Embrace the cloud:** As previously noted, the cloud makes it possible for every MSP to become a leading provider of Business Continuity solutions. Freed from the need to build and maintain their own expensive datacenter for offsite backup, the cloud makes it easy to move into this lucrative line of business. With a cloud provider for offsite backup copies, the capital investment required to get into Business Continuity is pretty close to zero.

WITH A CLOUD PROVIDER FOR OFFSITE BACKUP COPIES, THE CAPITAL INVESTMENT REQUIRED TO GET INTO BUSINESS CONTINUITY IS PRETTY CLOSE TO ZERO.

- **Sell a bundle:** Speaking of the business side, one of the best ways MSPs make profits is by avoiding piecemeal arrangements, and bruising item-by-item price discussions with customers. Instead they bundle services together with one price tag. Cloud Business Continuity services are a logical service to bulk up just such a bundle. For MSPs who are also Microsoft Cloud Solution Providers, backup of applications, data and Office 365 is a great way to start creating that one-price package that moves the MSP's service away from the standard Microsoft price list.

- **Make a name for yourself:** Axcient helps you sweeten the pot by allowing you to label their backup portals and interfaces with your own branding. Like bundling, it's another way to keep

customers thinking about you as their key partner, rather than all the vendors whose tools keep things running behind the scenes.

AXCIENT BUSINESS CONTINUITY SOLUTIONS

Axcient provides the technological capability for MSP's to offer "always-on" availability of their client's business through a number of different platforms that can be bundled together to form a complete business availability solution.

Business Continuity Platform: Ensures the continued operations and availability of your client's applications and IT infrastructure with Axcient's Business Continuity solutions.

- **Replibit:** Axcient's Replibit is focused on clients who favor a broad range of Business Continuity capabilities and options.

- **BRC:** Axcient's BRC focuses on clients who demand the highest level of Business Continuity, laser focused on ensuring the rapid availability of their business in the event of any disaster.

- **Content Collaboration Platform:** Axcient's Enterprise File Sync and Share platform Anchor enables content productivity, collaboration, and security.

- **SaaS Backup & Recovery Platform:** Axcient's Cloudfinder for Office 365 safeguards your data to meet your recovery, compliance and data-retention requirements for SaaS applications like Microsoft Office 365.

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