# Whitepaper

A Step-By-Step Guide to Monetizing
Cloud Data Protection and Collaboration

Infrascale™

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Your customer's data is no longer centralized on a single device, so your traditional backup system will no longer cover their entire business. Endpoints are among the highest risk for data loss, and you need a solution that can safeguard your customer's data everywhere it lives – on laptops, tablets, and smartphones. Your customer's endpoints make up 60% of where critical business data is stored, are they protected through your current backup system?

This paper will address **the growth in endpoint backup adoption** and **trends in private cloud deployment** for cloud backup and collaboration solutions.

60% of critical business data resides on endpoints: laptops, tablets, & smartphones.
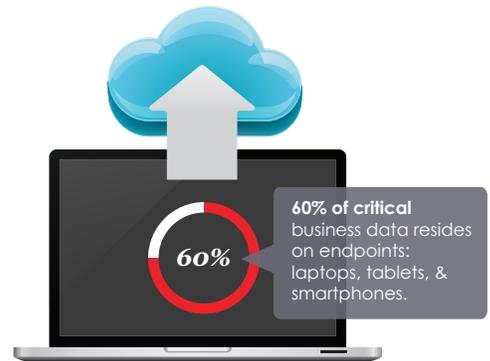
Endpoint Protection

67% of employees use personal devices at work, regardless of the office's official BYOD (Bring Your Own Device) policy.[1] However the high majority, up to 80%, of BYOD activity is currently going unmanaged. BYOD is still growing rapidly, bringing increased variety and quantity of devices, but in the mobile workforce – is the protection of these devices also considered? Endpoints are devices used to create data, and yet they are by nature the most fragile. They are among the highest risk for data loss, as they can be easily lost, stolen, or broken. The convenience of new devices has forced the market to a tipping point: you need to be able to protect your customer's entire business, meaning all endpoints and servers. Service providers must embrace BYOD and face the endpoint issue or risk the loss of corporate intellectual property.

Realities of endpoint protection

As a service provider, you are responsible for your customer's data. The official acceptance of BYOD is leading to more proliferation of devices in corporate

environments. This, in turn, is changing the needs of data protection and cloud solutions: Leaving endpoints exposed simply isn't an option. Any endpoints left unprotected are leaving your customers at risk. In order to avoid this risk, you must put a backup solution in place that is specifically designed to handle endpoints; A system built to support endpoints requires a different strategy and toolset than traditional backup and you need a native cloud solution for this.

The Rise of the Private Cloud

For businesses evaluating endpoint data protection, a relatively large subset is focusing that evaluation on private cloud deployment as opposed to a public cloud deployment.

29% of businesses surveyed by Gartner stated that they are planning to deploy software in the private cloud within the next 12 months. Currently, 11% of the respondents indicated they were hosting and using software in their private cloud.[2]

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[1] The statistics shared from Gatner, Ovum, IBM, Vertic, Flurry, Magic Software, Motorola, CBS News, Ponemon Institute and Harris Poll.

[2] (Gartner) Private Cloud Storage Favored by IT Organizations

SMBs with more employees and resources are interested in using "their own iron." They want the technology, flexibility, and security provided by cloud backup and collaboration software, but prefer to host the software and the data themselves.

Offsite data storage is always recommended. To respond to the desire for private cloud solutions, many firms and channel resellers have taken it upon themselves to begin developing in-network solutions for a number of reasons including: security and compliance.

The Key Drivers of Cloud Service Adoption by SMB

Multiple factors have created the perfect storm for cloud backup to grow and become established in the SMB market. These factors have decreased cost, cloud adoption, and simultaneously increased demand.

Increases in the vulnerability of mobile digital data

In the past, data loss incidents were limited to freak accidents involving damage to document storage facilities, theft, or other events. However, digital data is now stored in more locations and on more devices than ever before. So businesses that equip their employees with computing devices, commonly a laptop and a mobile phone, often depend on their employees to be mobile and work from various locations. As data becomes more mobile, it also becomes more vulnerable. Businesses should have their data backed up to the cloud and recoverable in the case of a disaster.

Decrease of hosted storage costs

The cost of computing and internet connectivity has declined rapidly in the last several years. Not only have overall costs decreased, but demand for IT services has grown exponentially, further decreasing the overall cost of cloud backup. This newfound affordability of cloud backup services is just one barrier to these services that has fallen over the past ten years.

Significant increase in the size and value of endpoint data

The adoption of personal computing in recent years has driven individuals to create valuable personal data on a regular basis. Anyhow, while individual consumers have engaged in this trend to a certain extent, businesses have done so on a much larger scale. Due to the nature of business, digital data is valued by many stakeholders – from the CEO to the accounting department. Additionally, business data is heavily scrutinized and often subject to government regulations, making endpoint cloud backup all the more important.

How to Secure Your Client's Data

Corporate online backup needs vary widely. These variations are dependent on the type of company, size of company, security needs, and the capabilities of the internal IT department. Managed Service Providers are expected to meet as many of these needs as possible and will create opportunity by doing so.

Offer the option of installation of private cloud infrastructures

Firms certainly aren't shying away from the cloud, but the question has become: which cloud to choose? Offer the option of private cloud, in-network deployment as well as a connection to a reputable and secure public cloud. Installation and maintenance of an infrastructure is also a prime revenue generating opportunity for IT consultants.

Provide backup for endpoints

Endpoints contain massive amounts of personalized data and security information used by employees. They are highly mobile, making them more vulnerable to theft, disaster, and accidental deletion – all of which are leading causes of data loss. While the hardware may not be recoverable, the data from laptops can be very easily restored if basic cloud backups were scheduled regularly,

prior to the data loss. Managed Service Providers can meet laptop fleet protection needs by partnering with a cloud backup vendor that offers Continuous Data Protection, flexible scheduling, and encrypted data storage.

Secure syncing, collaboration and sharing

Organizations and MSPs alike have long been held hostage to collaboration solutions that include massive installation plans and huge amounts of hardware. This is no longer necessary since companies that wish to benefit from a collaboration tool, used specifically within their organization, can now do so without spending six months on preparations.

The solution, however, isn't to employ non-secure, free file sharing tools. IT departments and business owners are coming to realize that many free file sharing solutions are being used inside their network, without their knowledge. **Doing so pokes holes in an existing security infrastructure, such as a firewall.**

Identify controllable, secure collaboration solutions that are available to offer to customers, in their network, in the public cloud, or in any offsite data center.

Understand regulatory compliance

MSPs can benefit from understanding regulatory compliance issues associated with cloud backup. Many government regulations require online backup as a part of business IT infrastructure (i.e. HIPAA, etc).

IT managers and their organizations may not understand the security and compliance issues associated with moving to cloud services. Organizations planning to backup to the cloud, but have not done so, yet are less likely to understand regulatory compliance issues associated with moving to cloud services. A recent study revealed that only 38% of IT managers surveyed, believe they grasp the implications.

Cloud backup for servers

Generally speaking, as small to medium sized businesses grow, they will find their data protection needs changing. Businesses will continually adjust the number, size, and type of servers used by their organization. They may or may not have internal IT staff to maintain these servers. It's likely they don't have their own data centers to back them up, nor do they have software to make data recovery efforts simple.

Providing cloud backup for servers is an important opportunity for MSPs to grow with the client and generate recurring revenue while doing so. Most small to medium sized businesses utilize an MS Exchange server and SQL database for transactional revenue. To get the most out of a partnership with an cloud backup provider, it is advisable to ensure that the vendor does not place restrictions or requirements on hardware purchases or types of servers that can be backed up within the program.

Move clients to the cloud by providing a secure online backup solution for use in any cloud

Managed Service Providers can capitalize on an organization's desire for substantial security in cloud backup. Businesses want more security features and capabilities from cloud service providers and, in order to offer this to clients, MSPs can partner with a vendor that provides mobile access to cloud backups. Cloud backup offered by MSPs should have simple recovery features, multi-tiered encryption, and multiple data centers across the globe. Additionally, many organizations view unlimited file archiving, unlimited versioning, and geographic redundancy as "must haves" when considering an online backup solution.

Marketing Options for MSPs

Managed Service Providers sometimes find marketing to be a difficult and daunting task. Although, MSPs can benefit from partnering with Infrascale, who not only offer high quality, secure software, but an arsenal of marketing products and sales tools.

As a Managed Service Provider, proper and consistent marketing is valuable in obtaining clients and retaining them.

- Create an ecommerce website
- Email marketing
- Create value in being a MSP
- The disaster recovery plan
- In-house collaboration tool
- Mobile access to files

Develop an ecommerce website

Creating an ecommerce website can be extremely expensive, but there are other inexpensive alternatives such as finding an cloud backup partner that wraps marketing, sales, and a website into their partnership program. Websites with ecommerce integration can often cost thousands of dollars. Customized website packages should offer complete re-branding, search engine optimization flexibility and email marketing templates.

Market via email

When executed properly, email marketing can be helpful to clients. By offering helpful information, rather than pushing a quick sale, email marketing is a powerful way to remind clients that their trusted and knowledgeable Managed Service Provider is there to help at a moment's notice.

Create value in being a MSP

Organizations with internal IT managers may have difficulty justifying the use of an outside Managed Service Provider or Value Added Reseller. However, creating value in a managed service offering is possible and is key to optimizing the cloud backup industry's growth spurt.

Creating a disaster recovery plan, easy web access to additional services, mobile access to files, and support ticketing are just a few methods of creating value.

Provide a disaster recovery plan

Vendors of cloud backup should provide disaster recovery plan templates for Managed Service Providers to customize and deliver to clients. Often, the disaster recovery plan itself is a product that can be sold to the client. Creating it establishes value, credibility and trust in the Managed Service Provider.

Offer an in-house collaboration tool

Collaboration is a product that is presently in a more rapid growth phase than cloud backup. It is often free for your customers to get started. Capitalize on the popularity of collaboration solutions and the emerging needs of private cloud deployments by offering a secure, in-network collaboration software.

Mobile access to files

Mobile access to files is necessary and reassures the client that their files are securely backed up and readily recoverable. A Managed Service Provider should be able to act quickly by recovering a client's files from their mobile phone.

Get a Support ticketing system

Managed Service Providers must make themselves available and ready to assist in an emergency. In non-emergency situations, especially for high volume businesses, a support ticketing system is an ideal complement to a cloud backup provider's program, and can be added into the MSP's ecommerce website.

Summary

Managed Service Providers are poised to capitalize on a business environment incentivized by market forces and government regulation to move into cloud solutions. This opportunity can be expertly monetized in by partnering with a cloud solutions provider offering both public cloud and private cloud services. This partner must offer quality SaaS products, secure data centers, optional private cloud hosting, marketing and sales assistance, and general business management tools. This high value partnership will help the MSP create and maintain its value to clients.

To learn more about the Infrascale Partner Program, visit us online.
www.infrascale.com/partners/