

ESCAPE

ALL LIMITATIONS

HOW TO CAPTURE A BIGGER SHARE OF
THE MID-MARKET FOR DISASTER RECOVERY
SERVICES

YOUR GUIDE TO HIGHER SALES AND
PROFITS WITH DRaaS

This document is intended for:

- Managed Service Providers (MSPs)
- Cloud Service Providers
- DRaaS Providers
- IT Service Providers
- Value-Added Resellers (VARs) wanting to add services to their business model

DRaaS MARKET EXPLODING FOR SERVICE PROVIDERS

From nearly every industry analyst's perspective these days, the market for Disaster Recovery as a Service (DRaaS) is growing at an unprecedented rate. According to Gartner Group, for example, Disaster Recovery as a Service spending in the U.S. will increase to \$1.2B by 2017—a 21% compound annual growth rate (CAGR).

A recent TechNavio analysis echoes Gartner, predicting the DRaaS market will increase at CAGR of 54.64% between 2014 and 2018. The global market has been experiencing a sharp uptick in demand as more organizations seek hybrid disaster recovery solutions that combine data backup through off-site storage with a local in-house copy of mission critical files. One analyst firm forecasts the global DRaaS and cloud-based business continuity will grow from to \$5.77 billion by 2018, at a CAGR of 55.2%.

One of the big reasons for the growth of DRaaS is simple; cost savings. By outsourcing the backup and recovery process to service providers, organizations worldwide can save time and money in recovering from outages or disasters.

This white paper gives service providers key guidelines for choosing a technology partner that will help them expand and attract new mid-market customers and achieve higher sales and profits with their DRaaS offerings.

Key Questions Service Providers Must Ask Themselves

As you seek to expand your mid-market customer base you must ask these key questions:

- Can you scale solutions to take advantage of the exploding DRaaS market for mid-market companies?
- Are you turning customers away because you can only support one platform (i.e. Windows only)?
- Are you able to support both physical and virtual environments for backup and recovery?
- Are you juggling multiple, labor-intensive point products trying to satisfy a broader customer base?

MOVING UP: THE “NEW RULES” FOR A UNIFIED SOLUTION APPROACH TO DRAAS IN THE MID-MARKET

From the service provider perspective, the increase in disaster recovery services represents an unprecedented opportunity to grow their businesses by capturing a bigger share of this expanding market. To take advantage of this opportunity, service providers must understand the challenges and needs of mid-market customers, and how they can provide services that meet and exceed customer expectations.

Rule #1: Recover more data for more servers much faster than ever before - Mid-market companies are saving increasing amounts of data as part of their ongoing business operations. That means they face bigger challenges for data protection, requiring reliable Service Level Agreements (SLAs) for backups as well as replicating their data off site for disaster recovery. Therefore, mid-market customers typically need to achieve more aggressive Recovery Time Objectives (RTOs) involving a large number of servers and massive amounts of data simultaneously.

Service providers must be able to offer mid-market customers hybrid cloud strategies to ensure local backup along with off-site backup. Products with global deduplication are a must to minimize usage of WAN bandwidth when replicating off-site and guarantee the efficient use of backup storage to meet Recovery Point Objectives (RPOs).

Look for a technology partner with solutions that allow seamless instant recovery of virtual and physical environments for both on- premise and offsite backup and recovery. Support for warm standby virtualization is also important to hitting more aggressive RTOs by allowing for failover of virtualized applications to a secondary site. Automated DR failover and testing, available with Unitrends ReliableDR, is key to proving RTOs and RPOs in advance. This kind of functionality assures that service providers can minimize the time to recover critical applications in the event of a customer outage or disaster.

Rule # 2: Protect complex, heterogeneous environments without adding complexity -

Mid-market companies typically represent more complex, heterogeneous environments than smaller businesses. As they grow in size and scope they must manage both virtual and physical servers, as well as multiple networks, applications, and operating systems.

Service providers that utilize a single solution with heterogeneous capabilities to protect all operating systems and applications in their customers' environments gain a powerful competitive advantage. By adopting a centralized management approach, service providers can eliminate “point product creep” and avoid having to add a variety of point products to meet the multiple platform demands of their mid-market customers.

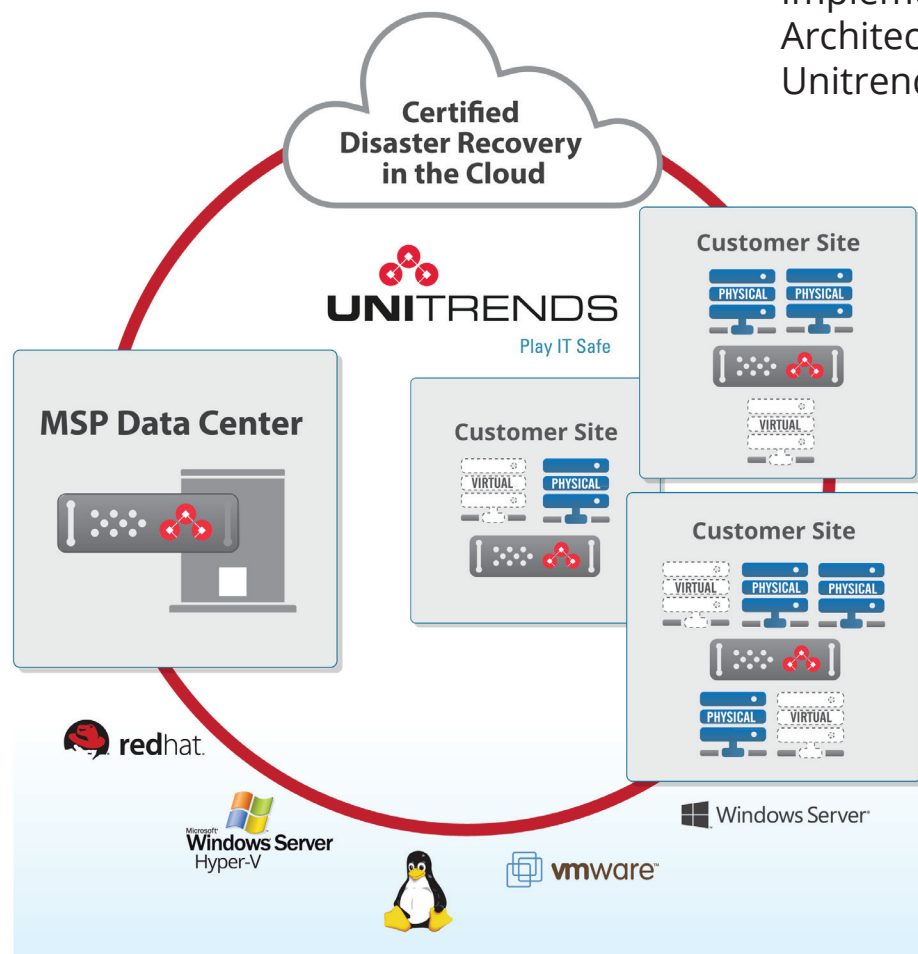
UNITRENDS BACKUP & RECOVERY SOLUTIONS

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For example, service providers should seek a technology partner with solutions that protect virtual environments at the host operating system (HOS) level to avoid the headache of installing agents on every virtual machine (VM) or requiring extra effort to granularly target each VM during backup. At the same time, the service provider will want to protect physical machines with agents in order to get the ultimate granular restore and BMR capabilities necessary for proper backup and recovery.

Service providers should also be able to replicate and pre-stage disaster recovery environments in their own datacenters in order to guarantee the flexibility to meet customer's expectations. Fortunately, technology partners such as Unitrends offer backup and recovery support for more than 100 versions of servers, storage, operating systems, hypervisors and applications without adding to management overhead and complexity in the service provider's own operations. Data protection for so many different environments is managed through a unique architecture that supports agent-based and agentless protection as well as file-and image-level protection.

Implementation Architecture for Unitrends MSPs



Rule # 3: Assure rapid and reliable scalability without adding more products - In attracting more mid-market customers, it's highly likely the service provider will have to support a wider range of customer needs for scalability. Trying to manage this diversity of demand can easily lead to adding different solutions for each customer profile under the service provider's portfolio—a recipe for operational disaster. Supporting multiple products to satisfy a broader range of customers quickly becomes very costly, requiring considerable effort to maintain training certifications and multiple technology partner relationships. Too many product options also add complexity to the sales cycle, slowing revenue realization and cash flow so important to keeping the service provider business running smoothly.

Therefore, it makes sense to invest in data protection solutions to support mid-market customers that cover the entire spectrum of customer growth needs. This will help to ensure consistency in the service provider's business operations while enabling optimal use of in-house resources. As a leading technology partner to service providers, Unitrends, for example, offers an affordable, unified approach providing key functionality that scales from a single VM or appliance in a small business customer, to mid-market customers with hundreds of VMs, physical servers and multiple apps, up to thousands of VM's in highly complex enterprise customer environments.

Rule # 4: Expect nothing less than outstanding support from a technology partner - Mid-market companies expect services to work, and when there is a problem they demand a quick response to resolve any issues or challenges they experience. This makes it imperative that service providers be able to periodically test critical backup and recovery processes for themselves and their customers, to ensure promised services will execute flawlessly when needed.

Service providers, for example, should look for data protection solutions that give them the ability to orchestrate testing that goes beyond just booting up a system. It is essential that they be able to conduct application level testing and reporting on Recovery Time Actuals (RTAs) in order to always meet customer SLAs. Testing must be automated so that service providers can test as frequently as possible—and on demand—minimizing the cost and time necessary to verify recovery and conserving staff resources for use on other, more productive tasks.

Obviously, the success of any service provider business depends on delivering data protection solutions that work as intended. That means choosing a technology partner with a proven commitment to supplying fast, effective support from a world class organization to fix problems when they occur.

UNITRENDS BACKUP & RECOVERY SOLUTIONS

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HOW YOU CAN PLAY IT SAFE

While at first glance, it may seem like following these four rules to gain and support more mid-market customers is a formidable challenge, Unitrends offers you a technology partner with proven solutions and a program roadmap specifically designed to help you succeed in the mid-market space.

ABOUT UNITRENDS

Unitrends provides physical, virtual and cloud-based protection and recovery for every organization's most valuable assets: its data and applications. Supported by a "crazy-committed" customer service model based on engagement, experience and excellence, the company consistently achieves a 98 percent customer satisfaction rating and lets everyone play IT safe by delivering the best cost-to-value ratio in the data protection and disaster recovery industry. Visit www.unitrends.com.

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7 Technology Circle | Suite 100 | Columbia, SC 29203
sales@unitrends.com | www.unitrends.com
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