



SELLING BACKUP AS A SERVICE

A HOW-TO GUIDE FOR MSPS, VARS AND RESELLERS



TABLE OF CONTENTS

- THE HOW-TO STARTS HERE.....4**
- THE PROBLEMS WITH TRADITIONAL BACKUP.....5**
- TAKE BACKUP TO THE CLOUD.....6**
- THE APPEAL OF BAAS.....7**
- BENEFITS OF SELLING BAAS.....8**
- IS BAAS RIGHT FOR YOUR COMPANY.....10**
- YOUR CUSTOMERS NEED YOU.....11**
- WHERE TO FIND MORE OPPORTUNITIES.....12**
- ESSENTIALS FOR SELLING BAAS.....14**
- THE CONVERSATION.....16**
- THE POWER OF ACRONIS.....18**
- BAAS FROM US SIGNAL.....20**

THE HOW-TO STARTS HERE

It's a good time to be in the cloud if you're an MSP, VAR or reseller in the IT services business. **Gartner** research analysts project enterprise IT spending on public cloud computing to overtake spending on traditional IT in 2025. The opportunities are vast, particularly in areas like backup-as-a-service (BaaS).

The BaaS market is expected to **increase by \$14.29 billion** from 2020 to 2025. The market's growth momentum will accelerate at a CAGR of 32%. Data is invaluable to most organizations' operations – and success. BaaS offers a reliable, cost-effective way to protect that data and ensure its availability.

So, what does it take to tap into this growing market? In this guide, we'll provide information on backup and the benefits of BaaS – both to those selling the services and those using them. We'll also discuss where the opportunities are, and how to talk to customers and prospects about BaaS.

In addition, the guide looks at one of the best BaaS solutions for MSPs, VARs and resellers to consider adding to their service offerings: US Signal's BaaS, powered by the Acronis Cyber Protect Cloud.

North America will account for 37% of the growth for the backup-as-a-service market.

- TECHNAVIO

5 Risks of Traditional Backup

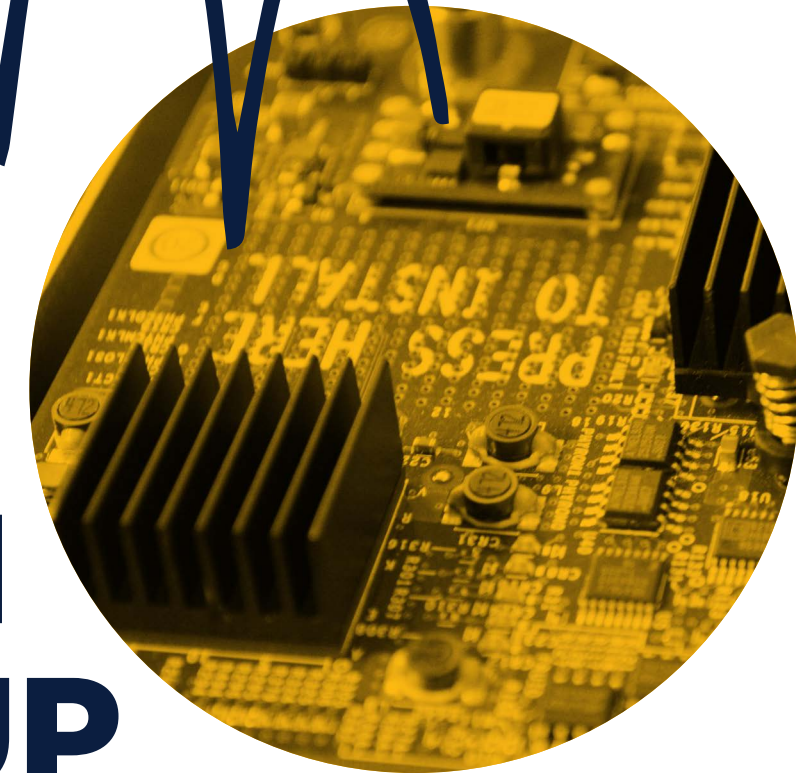
- + **Data corruption**
- + **Investment above initial capital expenditure due to inability to anticipate data growth**
- + **Slow, time-consuming recovery**
- + **Vulnerability to ransomware**
- + **Vulnerability to on-site disasters**

THE PROBLEMS WITH TRADITIONAL BACKUP

Organizations of all sizes and across just about every industry rely on data for a variety of purposes — operating their businesses, gathering business intelligence, informing decision-making, generating new revenue streams and more. But every day, that data is at risk from things like ransomware, accidental deletion, theft, unauthorized access, corruption, and inaccessibility due to downtime.

Most companies understand the importance of backing up their data to ensure it's always available to them in the event something happens to jeopardize it. Typical back up methods usually entail copying data to tape or disks. Ideally, the copy is stored off site to ensure the data is safe in case something happens to the location where it originated.

It sounds easy enough, but traditional backup is wrought with many problems. It's time consuming, and eats up IT staff time that could be applied elsewhere. Depending on the method used, it can be expensive, requiring investment in and ongoing maintenance of some kind of infrastructure. It may not provide strong enough protection to ward off ransomware and other threats. The method used might also affect how fast data can be recovered.



TAKE BACKUP TO THE CLOUD

Cloud backup offers an attractive alternative to traditional backup. Data is backed up to a cloud-based server in a remote location. The server can be private or public. Some organizations have the resources to maintain their own private cloud infrastructure. Those that don't have their own private cloud can back up to a third-party cloud environment – public, private or hybrid. The cloud infrastructure and owned and maintained by the service provider, who provides the use of it “as a service” in exchange for a monthly fee. That's backup-as-a-service – BaaS.

Instead of investing in infrastructure or worrying about rotating and managing tapes or hard disks at an offsite location, organizations can offload maintenance and management to the provider. These organizations can also benefit from the many benefits associated with the cloud, including its scalability, flexibility, security and more. Many of the more respected providers power their clouds with infrastructure that is PCI and HIPAA compliant, which can lessen the burden for customers in meeting certain compliance requirements.

Key Benefits of Cloud-Based Backups

- + **No infrastructure to invest in or maintain**
- + **Allows access to files anytime from anywhere as long as there's an internet connection**
- + **Isolates data from local device failure, malware attacks or natural disasters**
- + **Ensures the ability to quickly restore data to keep business going**
- + **Supports the 3-2-1 data backup best practice**

THE APPEAL OF BAAS

There are many reasons for MSPs, VARs and resellers to find BaaS an attractive service to add to their service offerings. Among them:

+ OpEx vs. CapEx

BaaS can be charged as operational expenses. They're fully deductible from gross revenues and don't come with a long-term commitment or the future costs of keeping those investments updated.

+ Maintenance and Updates

Business owners and IT pros don't need to worry about maintaining and upgrading either the hardware or software they use, since that's the cloud vendors' responsibility.

+ Equipment Savings

With cloud services like BaaS, businesses no longer need to invest in the hardware, facilities, utilities, or construction of a large data center in order to grow – allowing them to deploy valuable resources elsewhere.

+ Scalability

The cloud infrastructure that powers BaaS allows IT to easily scale their resources up and down to account as needed, without having to maintain costly hardware that would sit idle the rest of the time.

+ Data Security

Cloud services providers that offer BaaS, like US Signal, implement advanced protections for their platforms and the data they process, such as authentication, access control, and encryption.

+ Shorter Time-to-Value

The cloud eliminates the costly and complicated testing and installation procedures that are required to bring on-premises applications online.

+ Support

MSPs, VARs and resellers don't have to be backup experts. The best cloud providers offering BaaS work provide exceptional technical support to end users, and sales and technical support to their partners. They work jointly with their partners to keep end users happy.

Research conducted by global intelligence firm IDC found that nearly 80% of the companies surveyed had experienced at least one cloud data breach in the past 18 months; and nearly half (43%) reported 10 or more breaches.

BENEFITS OF SELLING BAAS

The potential benefits and opportunities associated with selling BaaS are extensive, and include:

+ Business Stability

Relying on big, upfront sales to keep your cash flow running every month isn't just stressful. It's risky. With monthly recurring revenue (MRR), you can count on a more reliable and predictable revenue source, do better business planning, and make your company more valuable.

+ Increased Profitability

A survey of MSPs, VARs and partners showed that on average, gross margins for managed services like BaaS are three times greater than on-premises software and hardware product resales.

+ Higher Client Retention Rate

Companies typically call on VARs for one-time projects. It's literally a one-and-done deal. Selling cloud-based services like BaaS involve ongoing service delivery, creating the kind of "sticky" customers and revenue that are the envy of VARs who operate under the classic "break-fix" model. MSPs also benefit from ongoing service delivery and from the loyalty of customers that appreciate a partner that understands their need for data protection.

+ Faster Growth

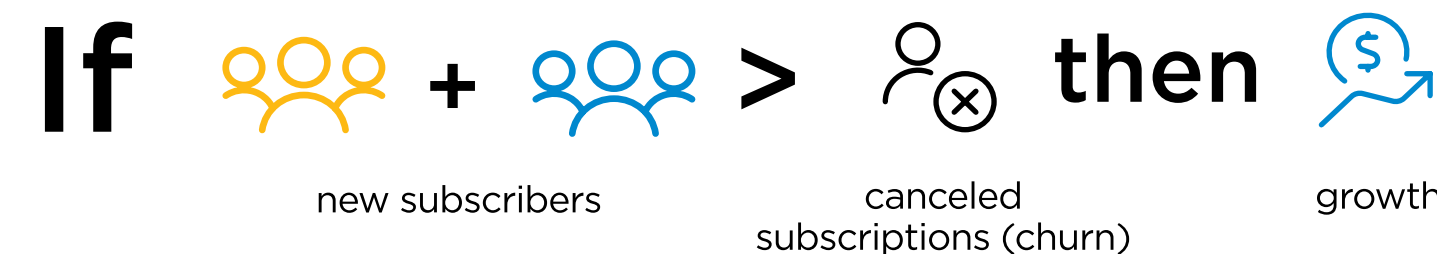
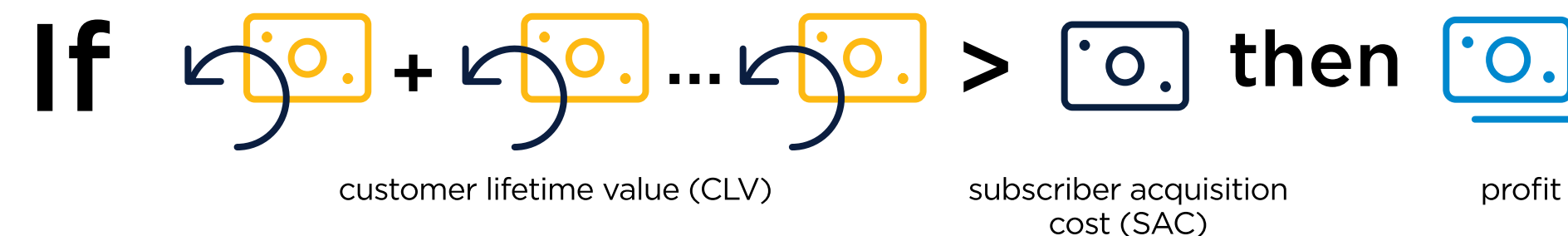
Growth is more profitable for those offering cloud services (whose net income increases with growth) than it is for resellers (whose net percentage is eroded by higher operating costs).

+ Easier Financing

Bankers love recurring income, so companies that can demonstrate recurring revenues can get the financial backing they need more easily. So, while MSPs have less need for outside financing (which eats into profits), when financing is necessary, they can get it.

+ More Opportunity

Selling BaaS can open the door to other service opportunities, such as data retention and archive, data cleanup and more. In particular, building a BaaS offering lets you build a client base that you can later target for disaster recovery as a service (DRaaS) solution. Most organizations can benefit from near-instant failovers to keep their businesses up and running, avoiding costly downtime.

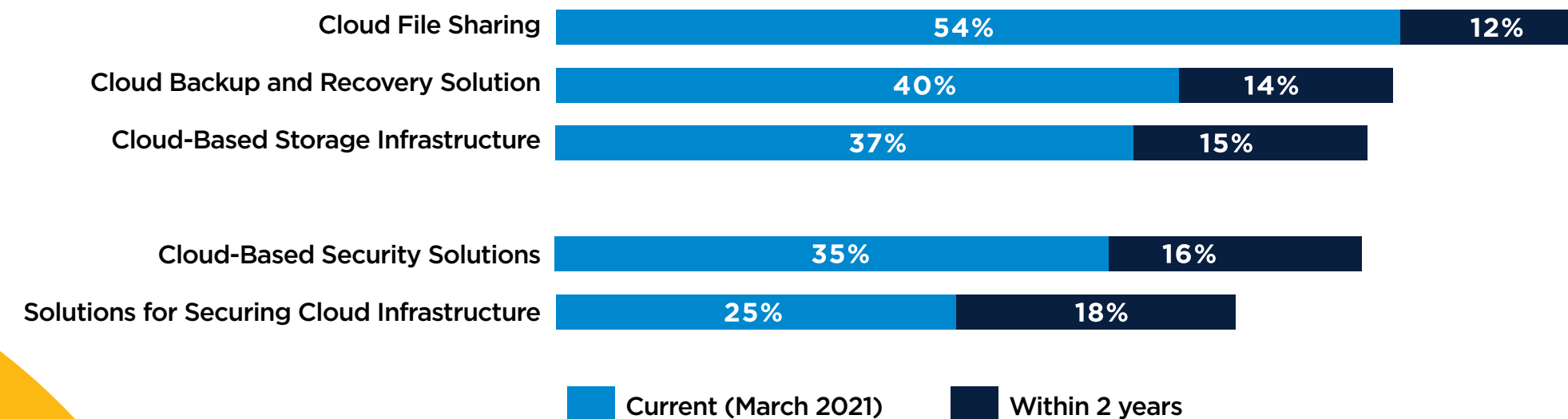


IS BAAS RIGHT FOR YOUR COMPANY

To help determine if BaaS is something your organization should add to its portfolio of service offerings, answer the following questions:

- + Do you have regular customers who trust you to find the right IT solutions for their needs?
- + If you aren't already offering cloud-based solutions, do the advantages of offering them appeal to you?
- + Are you interested in an easy way to start providing cloud-based solutions without making any infrastructure investments?
- + Whether you're already in the cloud or not, does your business already offer storage and monitoring solutions or other services that are complementary to BaaS?
- + Do you want to develop a recurring revenue stream from new and existing customers?
- + Do you think you and your team could convincingly resell BaaS?

If you answered "yes" to most of these questions, then consider reselling backup as a service. Remember: Your business clients are likely using the cloud already for storage, workload and productivity solutions. Since every customer needs to protect their data, BaaS is an essential and easy offering to add.



- Spiceworks Ziff Davis, 2021

YOUR CUSTOMERS NEED YOU

Just about any organization can benefit from BaaS. That includes those that already have some kind of backup system in place, as well as those that don't. Chances are your current customers fit in one of these two groups, so start with them. From there you can expand out to a variety of prospects.

You may already know how your customers are handling backup. If not, find out. Are they happy with what they're doing? Are they concerned about something going wrong and their data being lost? How would downtime and/or data loss affect them? Do they know about BaaS, how it works and the benefits it offers?

This is a great opportunity to show you understand the importance of protecting your customers' data and can help them do so in a way that is cost effective and delivers the protection they need – even if they don't yet know they need it.



WHERE TO FIND MORE OPPORTUNITIES

Almost all companies rely on data for running their businesses, and must protect it to make it sure it's available when needed. However, some companies lean more heavily on their data than others.

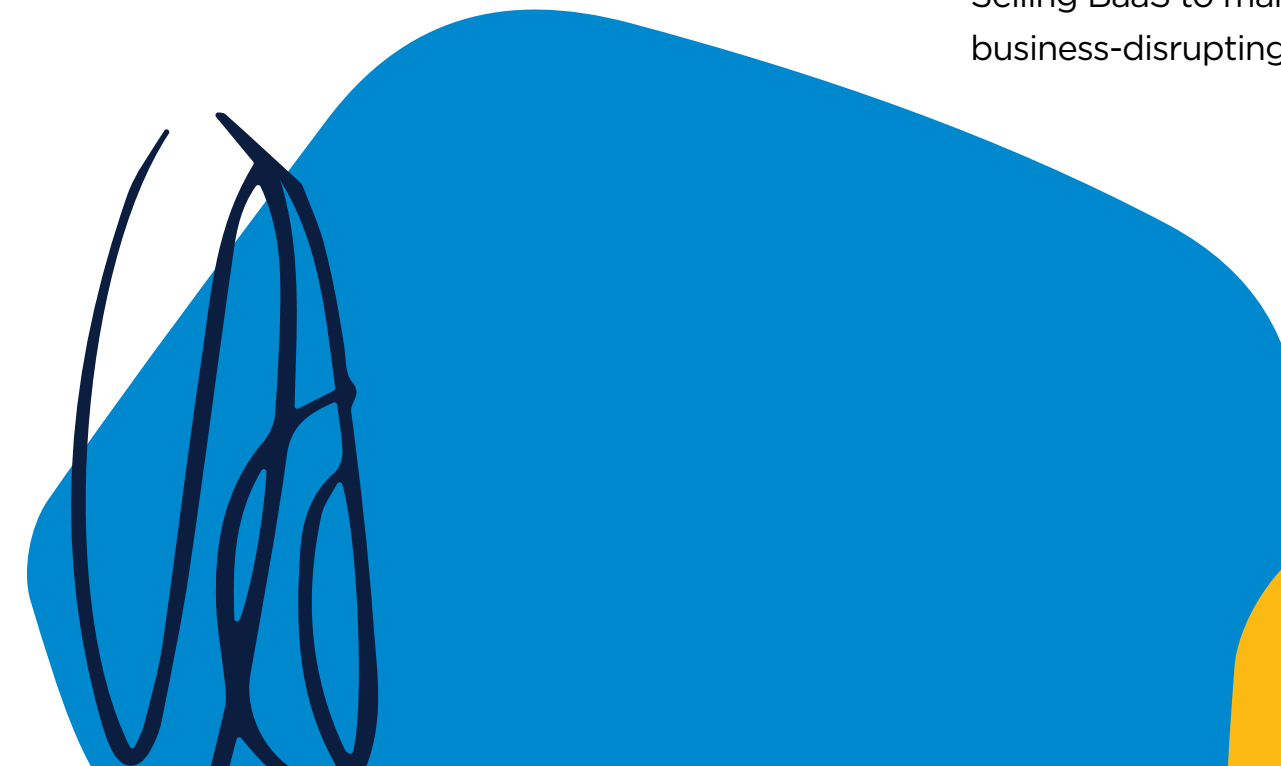
Many also have unique needs, often because of the nature of the industry they're in. That may include the ability to meet any number of regulatory or industry requirements regarding data privacy, accessibility and retention. Think about the industries in which your customers and prospects are. Are they at risk of fines, penalties and other negative effects if their data was stolen or inaccessible?

The following provides a brief overview as to why organizations in financial services, healthcare, legal services and manufacturing might benefit from BaaS. They aren't the only industries to seek out prospects, but they are industries in which organizations are likely to have a strong need for backup services.

+ Financial Services

Financial organizations have sensitive customer information, transaction records, and digital assets that must be stored and protected. Building and maintaining an in-house IT infrastructure to keep that data on-site is extremely costly and often less secure than using a cloud-based backup service provider.

These organizations also have some of the strictest regulatory requirements concerning the handling, control, and storage of data. They need a vendor who offers a BaaS service designed to ensure the safety, security and privacy of data. The BaaS provider should underpin its solution with infrastructure that can meet the demands of a wide range of governing agencies.



+ Healthcare

Healthcare is a complex industry and among the most heavily regulated. Healthcare organizations are required to safeguard patient data to comply with the Health Insurance Portability and Accountability Act (HIPAA). This creates a tremendous opportunity for companies that can offer a BaaS solution that is powered by HIPAA-compliant cloud infrastructure.

For many healthcare organizations, data availability is also a life-and-death matter. There is no time for downtime. Nonetheless, organizations in the industry are prime targets for ransomware and other cyberattacks. BaaS can help ensure their data is always available when it's needed, whether they suffer from a manmade or natural disaster.

+ Legal Services

There are a tremendous number of sensitive records that are collected and shared during a legal procedure, and all of that information must be retained – from client details and case histories to research and depositions notes. And, like most industries, all of those files are increasingly being digitized, which challenges the typical legal office's data storage.

Given the nature of the information they handle and store, some law offices are hesitant to move to the cloud. By connecting them with a cloud-based backup service that is specifically built for security and data privacy, you can differentiate your offering to close more sales.

+ Manufacturing

Every company seeks predictable expenses to maintain its margins and profitability, but manufacturers are particularly sensitive. This makes BaaS a particularly attractive option for them. It not only provides the data safety needed to recover from a system malfunction or cyberattack, but the subscription model also makes budgeting easier.

Selling BaaS to manufacturing companies also sets the stage for selling disaster recovery services, helping these companies avoid business-disrupting downtime.



ESSENTIALS FOR SELLING BAAS

You already know this. Understanding your customers' and prospects' needs is the key to selling IT services. The same applies to BaaS solutions. Make sure you're leveraging these simple ways to reach prospective and current customers.

Know the Pain Points

Whether you're taking a call, visiting a client, or pitching a prospect, use the opportunities to mine insights into the challenges your customers and prospects face. Chances are you'll find that a BaaS solution can serve them well.

You can also find information about what your customers and prospects want and need can be found in the comments on your e-commerce page, questions to your social media account, and interactions recorded by your team in your CRM software. Take advantage of online research and industry analysts reports as well to determine pain points that can be overcome with BaaS.

Know Who Needs You and Why

Determine the types of positions within organizations that can benefit most from a cloud-based backup service. Are they production managers, sales directors, IT managers or something else? How could a BaaS solution alleviate some of the IT concerns that keep them up at night?

What about the specific departments? Can production, marketing or any other department keep working if their data is lost or becomes or inaccessible?

Ask questions of your current clients. Who is responsible for data backup? What are they currently using? Is it working for them? Have they considered the potential cost of downtime if their data was lost, corrupted or inaccessible? Are they struggling with maintaining compliance? As noted earlier, your customers are looking to you for your expertise and guidance already. Asking the right questions can help ensure you provide that guidance and expertise in the area of cloud-based backup.

Know the Value of Trust

Trust is the foundation of strong business relationships and the driver for customer loyalty and ongoing business. If you've established a strong bond with a customer based on trust – and if your business has a reputation as a trusted partner, you want to only add services that enable you to build on that trust.

The services you add must show your understanding of your customers' and prospects' needs, as well as the challenges they face, their pain points, and their goals. BaaS fits the bill. But not any BaaS solution will do. You want to connect customers to the best BaaS solution available – one designed to ensure the safety, accessibility, privacy, authenticity and security of their data.

The solutions have to work for your organization, but they also have to meet your customers' needs. Do your due diligence when considering various BaaS solutions Your reputation is on the line.

Know BaaS

You can't sell what you don't know. Take the time to learn about the product. Take advantage of vendors' training resources and any FAQs and technical materials.

Put yourself in your customers' and prospects' shoes. What would you want to know about the product? Compile a list of questions and ask the BaaS vendors. Make sure you're satisfied with their answers. Also explore the wide variety of use cases for BaaS.

The best way to understand how BaaS works is to try it yourself. Ask any vendor you're considering going with to provide a demo. Note: if the vendor will help you offer demos to your customers and prospects, all the better.



THE CONVERSATION

The best BaaS solutions are usually backed by cloud providers that want their solutions to work for your customers as much as you and your customers do. Most typically offer technical support and variety of resources to benefit both you and your customers. Nonetheless, you are the one that must make the sale. To do so, you have to communicate with your customer or prospect.

You do this for a living so you know the fundamentals. The following, however, provides some guidance for specifically introducing and promoting BaaS.

The Frequency and Cost of Downtime

Offer some basic statistics and media reports about the cost of data loss and related disruptions. The following are examples only. Always seek out the most recent statistics.

- + The Ponemon Institute's *Cost of a Data Breach Report 2021* puts the average cost of a data breach at \$4.24 million, with healthcare being the costliest industry (\$9.23 million). The average time taken to identify and contain a data breach is a whopping 287 days.
- + The same Ponemon report noted that lost business contributed to 38% of data breach costs. This included customer turnover and, additional costs for acquiring new business, and lost revenue due to system unavailability during a cyberattack.
- + Downtime happens, even to the biggest, most well-funded organizations. ThousandEyes, a *Cisco-owned network* intelligence company, reported that two of the biggest outages in 2021 included cloud providers AWS and Azure. Two involved internet service providers Verizon and Azure. Four outages involved CDN and DNS providers Akamai, Cloudflare, and Fastly. Rounding out the top 10 outages of 2021 were two at Facebook.
- + According to *Veeam's 2021 Data Protection Report*, the average cost of downtime is \$84,650 per hour. Naturally, this figure is skewed by larger organizations reporting higher sums, but small and medium business are still significantly impacted.
- + A *2019 LogicMonitor study* reported that the huge majority (96 percent) of organizations have experienced at least one outage in the past three years and 95 percent had experienced at least one brownout.
- + A *2021 Coveware study* reported that the average downtime for businesses as a result of a ransomware attack was 22 days in Q3 2021.

The High-Level Overview

Provide a brief, non-technical overview of what BaaS entails. For example:

“BaaS is a fast and reliable backup and recovery process. (It's important to emphasize that BaaS includes not just backup, but also managed recovery when the need arises). The provider (you) takes full responsibility for backing up the data to a safe cloud environment and, when necessary, restoring your critical business files. BaaS is offered as a managed service for a monthly fee, so there's no need to invest in or maintain any infrastructure.”

Highlight the Key Benefits of BaaS

BaaS:

- + Ensures access to backup data anytime, from anywhere.
- + Reduces the risks of noncompliance due to failure to back up or otherwise protect critical data.
- + Provides a safeguard against the threat of ransomware (because backups can be used to restore data that is “taken hostage” by ransomware attackers).
- + Helps keep business growth on track by avoiding obstacles caused by data management bottlenecks.
- + Requires no investment in infrastructure (no CapEx)
- + Billing is on a monthly basis

If you know your customers and prospects, as well as the industries they're in, well enough, you can tailor the discussion of these benefits to their specific needs.

Talk about Backing Up Microsoft 365

Many companies use Microsoft 365. Make sure your customers understand that Microsoft's 99.9% uptime guarantee only applies to the availability of the Microsoft 365 infrastructure and services. It doesn't address Exchange Online, OneDrive for Business or SharePoint Online data loss or corruption — whether it's the result of malware or accidental deletion. There are BaaS solutions that can.

Cover Other Backup Options

Discuss the traditional forms of backup, such as file and tape. Talk about the advantages and disadvantages, and how BaaS compares to these other types of backup services.

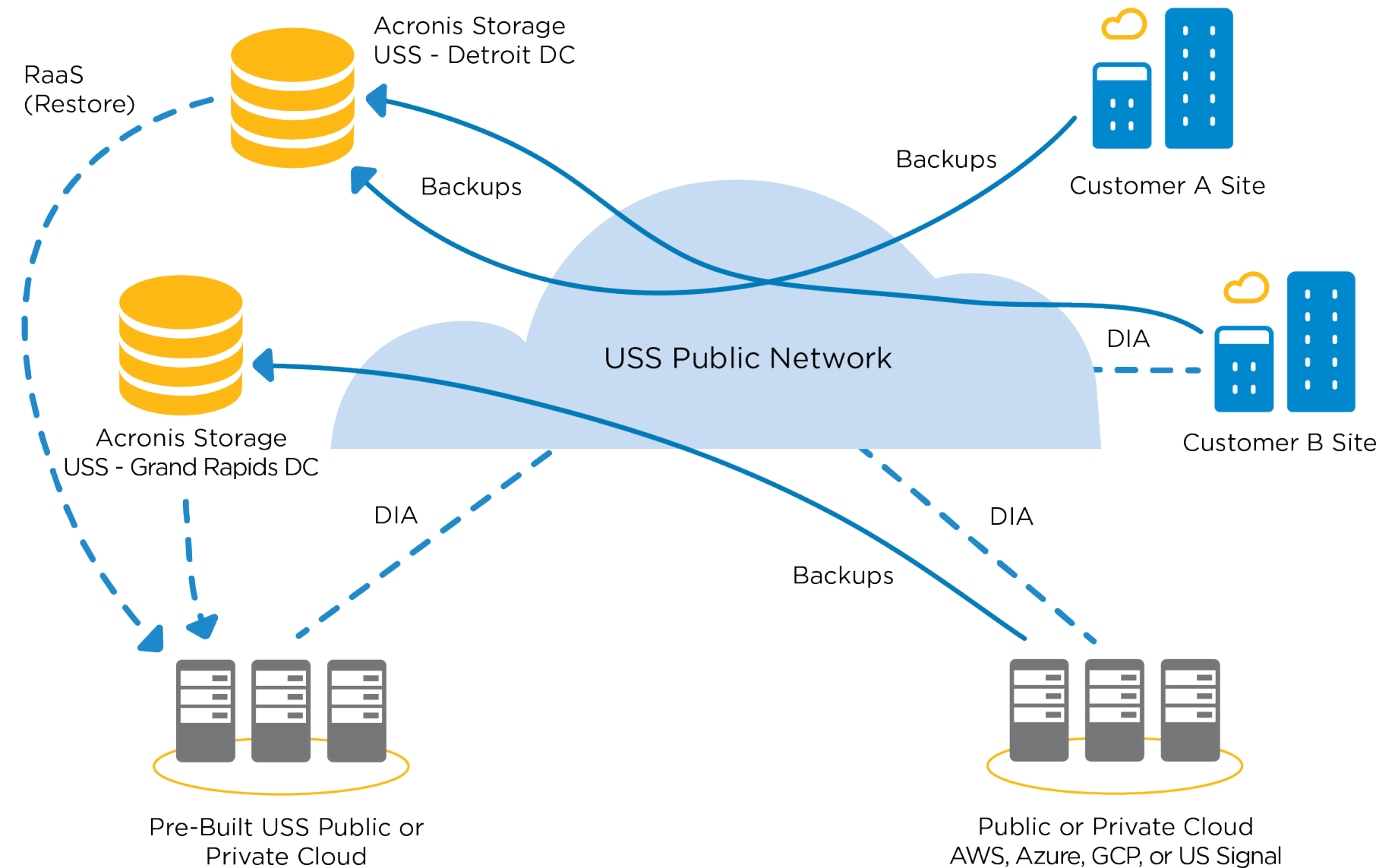
Keep the Conversation Going

Don't let your discussion of BaaS be a one-time thing. In future meetings, make sure to ask how their backup situation is going. Share news articles about recent breaches and outages that are affecting even the biggest name companies. Keep emphasizing the importance of things like data protection. If you're able to provide a product demo, do so.

THE POWER OF ACRONIS

US Signal is proud to team up with the industry's technology leaders to create exceptional, high-value IT solutions. Acronis is one of them. The company is widely recognized for its award-winning data protection and backup solutions. Learn more here.

US Signal's BaaS solution incorporates all the benefits inherent in the US Signal Cloud, along with those from the Acronis Cyber Protect Cloud. Storage locations can be selected based on location needs.



- + Full-image and file-level backup and recovery to safeguard workloads on more than 20 platforms with near-zero RPOs and RTOs
- + Continuous data protection - Critical workloads can be designated for continuous protection, resulting in near-zero RPO and RTO recoveries
- + Protection from re-infection - Restore OS images (including VMs) with the latest update patches, security patches and update anti-malware prior to data restoration to help protect from reinfection
- + Malware scans from centralized locations - full disk backup scanning from a central location helps reduce the risk from rootkit and boot kit infections and reduces the load on endpoint devices
- + Smart protection plans - Acronis's cyber protection operations center (CPOCs) monitors threats and alerts and automatically adjusts protections plans accordingly
- + Fail-safe patching - Provides full image endpoint backup priority patching, so that the original configuration can be restored quickly if the patch effort fails for any reason
- + Forensic data capture - By activating the forensic data capture mode, memory dumps, full images and HDD sector-level information is captured for future analysis
- + Data compliance reporting - Assure data compliance and auditing of important files by tracking their backup status and alerting if files are not backed up

BAAS FROM US SIGNAL

Many cloud providers offer BaaS solutions. One to consider is US Signal's BaaS.

It's an agent-based backup and recovery solution that can back up your data from any physical or virtual infrastructure or Windows workstation to the US Signal Cloud. Individual servers can be protected by installing the backup agent directly inside any supported operating system. This also provides application protection and recovery supported applications.

All traffic between the client machine and US Signal cloud storage is transmitted over SSL encryption. The solution can easily be accessed anytime and data restored using the Internet and outgoing TCP ports.

Agents can also be installed on any server with network visibility into the hypervisor, providing a backup and recovery solution for VMware vSphere or Microsoft Hyper-V. For efficient backups of SaaS platforms such as Microsoft 365 and G-Suite all that's needed is the account credentials to set up a backup plan.

It's available as a fully managed solution or a manage-it-yourself data backup option.

US Signal BaaS at-a-Glance

- + Agent-based backup solution providing a hosted management portal and local or off-site storage
- + Supports hypervisor integration with on-premises deployments
- + Supports full image level, individual file/folder, and application specific restorations
- + Deep agent compatibility across operating systems, applications, and virtualization platforms
- + Solution available as self-managed or managed by US Signal to offload daily management and troubleshooting
- + Built-in data compression to reduce the amount of data transmitted over the network
- + Ability to throttle bandwidth and CPU on a per machine basis to ensure performance objectives
- + Built to PCI and HIPAA standards

LOOKING FOR MORE INFORMATION? CONTACT US!

ussignal.com | info@ussignal.com | 866.2.signal

 **US SIGNAL**® Acronis