Now there's a new standard in data management and protection

5 signs it's time to switch your data management solution. As an MSP or IT service provider, here's why you should demand more.

The ever-changing data management landscape

Mid-market IT spend managed by MSPs is forecast to increase by $252B by 2023.

That's hardly surprising when the world is creating 3 quintillion bytes of data every day (18 zeros, in case you were wondering).

There is clearly a huge demand among organizations to protect what data they regard as valuable and this presents managed service providers with an ever-expanding opportunity.

The challenges facing MSPs, though, are growing in scale and complexity. These include:

• Escalating costs, complexity and management overhead from having to use multiple technologies to manage data residing on infrastructure and SaaS apps
• Alarming rise in malware/ransomware, resulting in a diminished ability to recover effectively
• Ever increasing costs associated with managing hardware, reducing margin potential

The shifting data landscape now means that in many cases legacy technology is no longer fit for purpose.
To be a category leader in the provision of data management and protection, a new approach is needed.

A new standard...

If your customers aren't already, they'll soon be demanding a new standard – and they'll most likely end up switching to a modern, cloud-based solution, one that's able to protect the broadest range of data types and sources.

Is it time for a change?

So what are the signs you should be looking for?

Check out our list of five key data management and protection challenges that MSPs struggle to solve and you'll soon spot if any apply to you.

If just one of these issues sounds familiar, the chances are that you and your customers are already missing out and it's time for a rethink.

And if the answer is yes to more than one of these questions – then don't delay. Start looking for a new data management and protection partner now. Your competitors may already be one step ahead of you.

How many of these apply to you?

1. Does your existing solution still require an on-site appliance and if so, do you need multiple solutions to protect customer data residing in different locations? >

2. Ever felt you should be earning higher margins or wondered why you aren't retaining customers for longer? >

3. Do you and your customers have to wait for a full recovery before gaining access to backed up data? >

4. Are you concerned about ensuring malware-free recoveries? >

5. Do you wish you had a way to provide customers with easier data portability? >
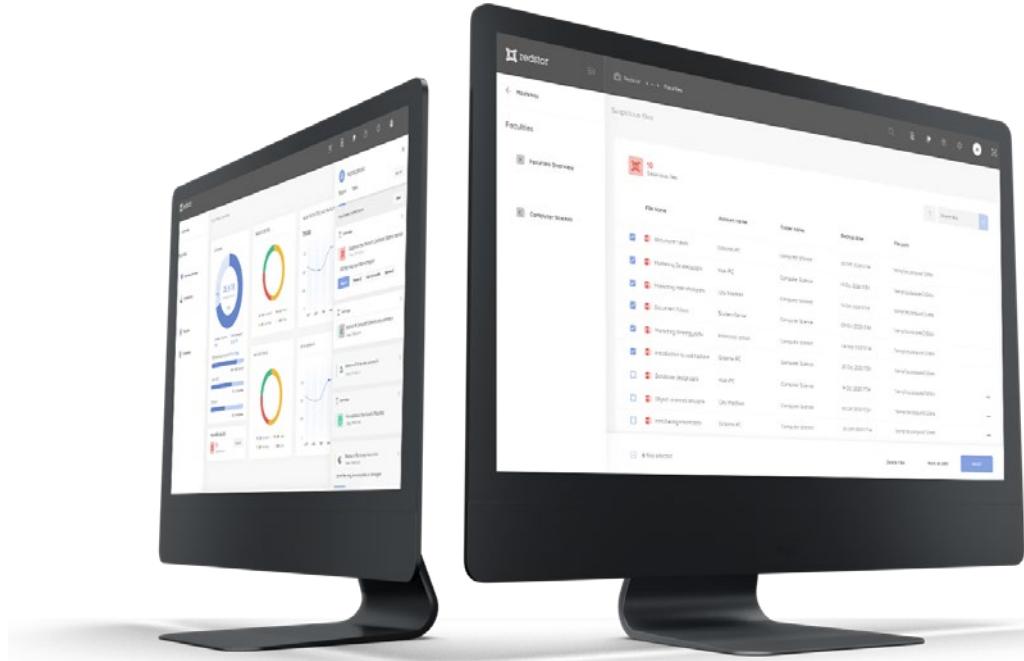
1. Does your existing solution still require an on-site appliance and if so, do you need multiple solutions to protect customer data residing in different locations?

When your contemporaries talk about data management and protection that effortlessly scales, ask yourself how that compares to your experience.

For a start, consider seriously whether your current solution is genuinely purpose built for service provision. In particular, consider how much easier it would be to deal with a single provider that protects SaaS applications AND infrastructure data. The positive effect that would have on your management overheads, and your customers, would be significant, especially if you were able to view, manage and recover data from multiple sources – all from a single app.

Imagine how much quicker it would be to align protection policies if you had a single, cloud-first, solution protecting data in leading applications such as Microsoft 365, Google Workspace, Xero and Salesforce as well as modern and legacy infrastructure.

Backup, recovery, migration and management of data should not be a time-sapping, onerous task when the technology exists for light-touch, intuitive control – all from a single application. If that means ditching legacy technology, ditch it.

Questions to consider

- ☐ **Frustrated by having to switch between multiple backup solutions?**
- ☐ **Hardware to buy, maintain and replace?**
- ☐ **Scaling far from straightforward?**
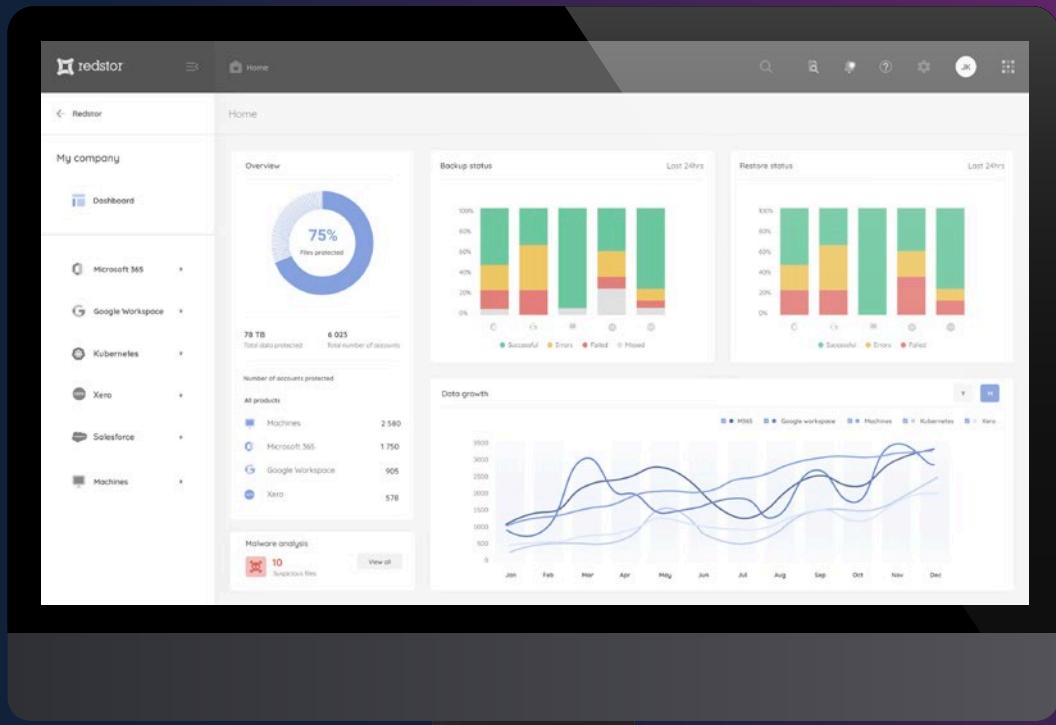
Check out Redstor's smart, all-in-one data management and protection platform, purpose-built for service provision

See how easy it is to get unprecedented, flexible, cloud-native, hardware-free protection for the broadest range of data types and sources.

With company-level analytics and Microsoft 365 and Google Workspace dashboards, partners receive an overview of protected data - both by customer and across all products.

2. Ever felt you should be earning higher margins or wondered why you aren't retaining customers for longer?

A truly partner-friendly solution should enable you to achieve improved margins AND enjoy high customer retention, while helping you to identify upsell and cross-sell opportunities. Rapid product innovation also helps attract and keep customers.

Consider carefully whether you are reaping the rewards of all those benefits, or whether you are missing out on an opportunity to grow your business with broader platform support in a unified experience.

If customers are showing resistance to a big outlay up front, think about whether they might prefer a pay-for-what-you-protect, cloud-native model. Shifting away from having to buy servers and disks also means no longer needing to think about where to locate hardware, power and cooling - and it eradicates the need to spend hours making site visits.

Protecting data residing in infrastructure alongside leading productivity and line-of-business SaaS applications – all from one smart application – would slash management overheads.

Deploying one solution instead of many makes it easier to calculate costs and billing. A transparent, op-ex only, pricing model would help you and your customers budget more accurately.

How much easier would the sales process be if you were able to ditch a technical conversation around backup servers and software and data storage, and talk instead about cloud-based protection with a quick demo of a recovery and a free trial?

Questions to consider

☐ **Dissatisfied with margins?**

☐ **Struggling to retain customers for any length of time?**

☐ **Wish you had more opportunities to upsell/cross-sell?**

Increase your profitability with Redstor's powerful, revenue-generating data management and protection platform for MSPs.

Identify multiple upsell and cross-sell opportunities with a solution that protects infrastructure alongside leading productivity and line-of-business SaaS applications – all from one smart application.

Easy to sell, maintain and scale, Redstor takes just minutes to implement and – with no appliances to buy, install, manage or replace – you minimize management overheads.

3. Do you and your customers have to wait for a full recovery before gaining access to backed up data?

If you ever feel under pressure to recover user data in a timely manner - it doesn't have to be that way.

Did you know that you can provide customers with instant access to priority data, while whole systems recover in the background?

It makes no sense that you should have to copy or mirror everything to access data. You wouldn't download Netflix's entire film catalogue to watch one film or pick up from where you left it.

The technology exists to maintain business continuity and ensure users can continue working on crucial data, without having to wait for a full recovery.

If the prospect of recovering massive systems, seemingly in moments, by streaming what customers need, when they need it, sounds appealing then read on.

Questions to consider

- ☐ **Under pressure to recover data quicker for users?**
- ☐ **Frustrated by having to wait while entire systems recover?**
- ☐ **Challenges around maintaining business continuity?**

Introducing InstantData™, a unique technology that removes the logistical challenge of moving large volumes of data over the internet by seamlessly streaming data as it's requested by a user or application.

Whether data is stored on-prem, in the cloud or in a hybrid environment, InstantData™ provides streamed, on-demand access. With unthrottled recovery you can stream it in real time to any device. At the click of a button, Redstor gets you and your customers up and running within seconds, not days.

As often as required, at no additional charge. We ensure data is always available, instantly.

4. Are you concerned about ensuring malware-free recoveries?

The cost of ransomware incidents worldwide is expected to exceed $265 billion by 2031.

Malware continues to grow in scope and sophistication and often hides undetected inside business networks for longer than any retention policy as it seeks out and infects backups.

This makes malware-free recoveries impossible, causing huge operational and reputational issues.
Would you value an extra layer of protection for backups that complements existing antivirus software?

How much more secure would you and your customers feel if artificial intelligence was quarantining suspicious files after every backup?

AI-powered malware detection for backups will give customers peace of mind, build on your relationship as a trusted advisor and open up a new source of revenue.

Questions to consider

- [ ] How worried are you that customer backups might contain hidden malware?
- [ ] Concerns about being able to deliver malware-free recoveries?
- [ ] Looking to stand out as a trusted advisor?

Check out Redstor's AI-powered malware detection for backups

Redstor's machine-learning model trains itself, based on results and new threats, constantly refining and improving its accuracy.

Shared insights and automatic updates, gained from malicious files found in backup sets, deliver community resilience against zero-day threats. Manual intervention is only required to validate a file as safe or delete it and revert to a previous safe version.

## 5. Do you wish you had a way to provide customers with easier data portability?

IDC predicts that by the end of 2021, 80% of enterprises will have put a mechanism in place to shift to cloud-centric infrastructure and applications - twice as fast as before the pandemic.

Disruption, downtime and labour-intensive manual data management tasks are all hurdles to overcome when migrating data to or from the cloud or between clouds.

Consider how useful customers would find it if the migration of data appeared as if it occurred almost instantly, so users have immediate access to critical data without having to wait for files to transfer fully.

Would you benefit from being able to move data easily out of or between platforms without downtime, regardless of whether that data is onsite, in the cloud or stored in a hybrid environment?

If you think your customers would welcome the control that comes with this ultimate level of flexibility, it's time to think about a new data management and protection partner.
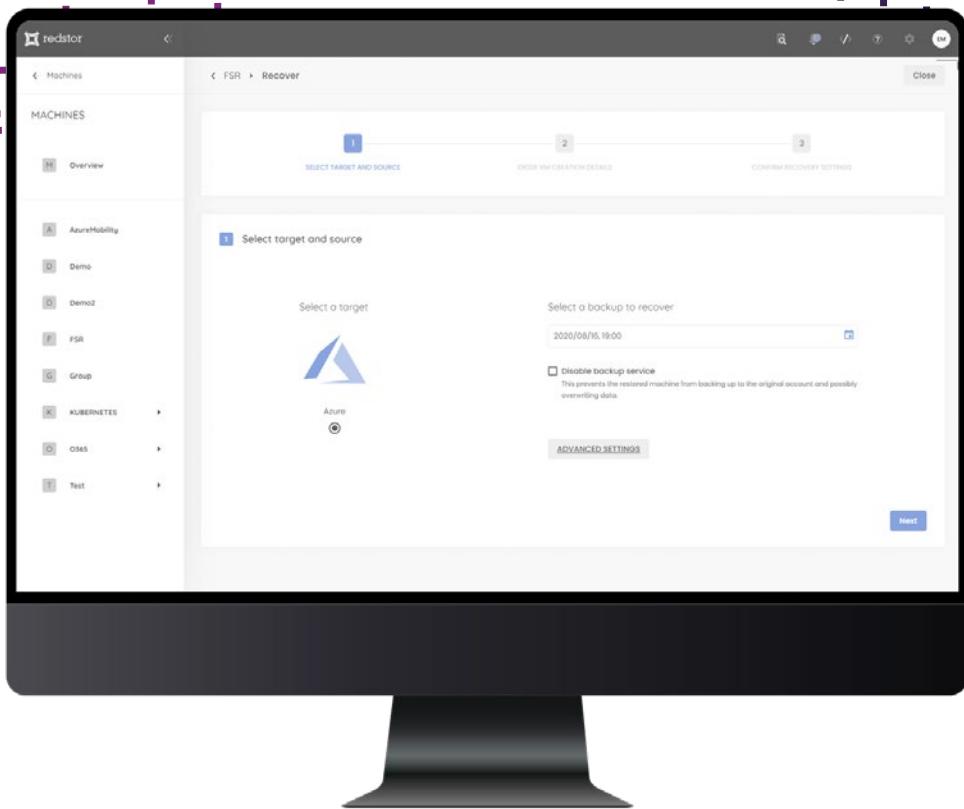
See how Redstor not only simplifies the protection
of infrastructure and cloud workloads, but provides
a bridge to the future with the ability to move them around.

Questions to consider

☐ **Lots of logistical challenges around data portability?**

☐ **Need to eliminate downtime during migrations?**

☐ **Seeking greater flexibility when moving data between platforms?**

A new Azure Mobility service makes it easy to perform a full system
recovery or migrate a machine directly into Azure.
Move a virtual machine from its current location to Azure, using the
same application you're already using to protect it.

Redstor – The Partners' Partner

We do the heavy lifting, enabling our partners to:

- Reduce time to market with automated on-boarding for rapid data protection
- Bring sales teams up to speed quickly with brief one-to-one or group sessions
- Certify sales and technical resources online, in minutes
- Launch co-branded campaigns with self-service marketing collateral and dedicated support

What IDC says about Redstor

"Redstor is redefining the data protection market with its pivot to cloud data management, ML-driven automation, cloud-native support, API strategy and a mission to make backup a proactive aspect of data-driven strategies."

- Archana Venkatraman, Senior Analyst, IDC

To see the new standard of data management and protection in action

CONTACT REDSTOR TODAY