

# Carbonite Helps Resellers and MSPs Add Resilience to Customer Environments

New revenue-generating opportunities emerge as businesses embrace remote work.

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# Introduction

The idea of remotely managed IT services has drawn interest beyond the traditional enterprise business segment, appealing to a larger share of small and midsize business (SMBs). Accelerated by the global health crisis, the use of Managed Services Providers (MSPs) is a direct response to the shift toward remote work and collaboration. However, the security issues associated with office networks have not disappeared, quite the contrary. Data protection, disaster recovery and business continuity remain vulnerabilities for a majority of companies.

MSPs are on the front lines of deploying, managing and securing data protection environments. The demand for these services opens the door to specialists who

can address the lack of internal resources among SMBs and enterprises that would rather outsource these services. While customer environments and infrastructures continue to evolve, MSPs are seeing new opportunities to expand their services. Capitalizing on these opportunities will require not only new capabilities and expertise, but also commercial and technological partnerships with suppliers.

Whether you're a long-tenured MSP or just getting into the market, Carbonite and Webroot, OpenText companies, are ideally positioned to help facilitate the growth and diversification of the managed security services you seek to deliver.

# 1

## THE SILVER LINING IN CYBERSECURITY

For today's data-driven businesses, when it comes to data loss and downtime, it's not a question of "if" but "when." Organizations need to have a plan in place for when problems arise. Risks include, but are not limited to, accidental or intentional deletion and sophisticated attacks that jeopardize critical data assets. Users are often the weakest link in the chain, consistently clicking on links they shouldn't, resulting in costly malware remediation efforts. Phishing success rates are now at an all-time high, including highly deceptive pandemic-related tactics. When we surveyed office workers

in different countries, we found that only 44% believe they have enough knowledge to protect themselves from cyber attacks. Worse still, 55% admitted to clicking on a phishing link in the past year, and 13% never reported it. If the backup market is doing well, it is not only because companies are incentivized to preserve their data, but also because their employees are failing to adopt healthy cyber behaviors. In this context, solutions designed to promote good cyber hygiene can go a long way in improving the overall security posture of the organization.



# 2

## CYBER RESILIENCE IS AN ONGOING COMMITMENT



In a growing data protection market, where competitive differentiation is essential, providers cannot be content with simply selling solutions. They must identify, understand and anticipate the expectations of their clients, building long-term partnerships along the way. This is the primary mission of being a managed service provider.

Carbonite began as a service company. As we've expanded our portfolio, we've built upon a broad foundation of expertise, mapped to an evolving ecosystem, structured on flexible offerings and reliable backup and disaster recovery solutions delivered as a service. We know how important it is to adapt to the customer's business, ensure the security of data,

provide expertise, solve problems and, above all, cultivate and strengthen partnerships.

Technology lies at the heart of these values. That's why our channel partners have unrestricted access to the tools we use in our data centers. From an identical technological base, we share with our partners the need to do everything to protect critical business data.

Digital transformation won't be stopping anytime soon. Many companies are embracing this change, while others are being forced to do so. Not only is data loss not acceptable, but even access to data – known as uptime or availability – is essential to maintain. The criticality of the backup is such that it can only be entrusted to a reliable tool. Technological reliability is certainly the first criterion that should guide the choice of resellers and MSPs in the search for suppliers.

If reliability is a value we share with our partners, efficiency is another. Again, our backup technologies, in particular delta-processing and deduplication, are highly efficient. They achieve superior ratios between full backup and compressed backup stored in our backup containers, dramatically reducing infrastructure, storage and bandwidth costs.

# 3

## A PARTNER FOR SUCCESS



For years, Carbonite has been providing MSPs with the underlying software behind their service offerings. Through our partner program, MSPs have access to our backup and security technology, which is available on a pay-as-you-go basis. Partners also benefit from Carbonite Professional Services support. Resellers and MSPs that don't have their own data centers for server backup or want to make use of a secondary or third backup location can also access our Carbonite® Server Backup software-as-a-service (SaaS) offering, with datacenters located in the United States, United Kingdom and mainland Europe.

With large volumes of customer data to protect, and the ability to leverage our secure infrastructure, MSPs and resellers have at their disposal an extremely reliable

and comprehensive backup and disaster recovery toolset. They may capitalize on the high recognition of the Carbonite brand or choose to deploy our software as a white label service. Either way, our partners will find the resources they need to grow their businesses.

The revenue-generating SaaS pricing model allows MSPs to scale their services by managing multiple customers centrally, as if they were a single customer. Using our multi-tenancy architecture, MSPs can address multiple customers through a common service, which they can adapt, transform and enrich according to the needs of their customers. The ability to manage multiple accounts centrally optimizes costs and streamlines resources, all while allowing complete pricing flexibility.

# 4

## SERVICE AND SUPPORT

Dedicated channel account managers provide MSPs with marketing, engineering and sales support. We work with our partners to help with on-boarding, education and skills development. Free and regular training sessions help maintain expertise.

You can have the best disaster recovery plan in place, but unless it actually prevents adverse events from occurring, it's pointless. The protection of digital assets has become a financial and strategic requirement for all businesses. Our data centers, like those of our MSP partners who host their own solutions, adhere to strict security requirements and meet the highest standards.

If the managed service provider does not have their own infrastructure for backup

to or they wish to extend backups to a second or third location, they can leverage our datacenters to build their own backup as a service offering. The same options are available to traditional resellers shifting to an MSP model. Our extended Carbonite® Server Backup SaaS offering allows newcomers to absolve themselves of the infrastructure responsibilities. They can focus on getting new customers into the service while maintaining their core business activities, allowing for a smoother transition. They can optimize their new revenue models while familiarizing themselves with the tools that enable them to scale and automate their services. We support them closely during this start-up phase with the aim of making them quickly autonomous.

# 5

## TECHNOLOGY THAT'S THERE WHEN YOU NEED IT

Delivering managed services is about ensuring daily business operations function properly. This is especially true for backup and disaster recovery because these services act as lifeboats in the event of a digital shipwreck. With the advent of the cloud, driven by the development of fiber optic and 5G networks, backup and remote networking services are reaching an unparalleled level of distribution, efficiency and cost-effectiveness. Beyond the data transport medium, in order for these solutions to operate faster and generate less network traffic at a manageable cost, the performance of any underlying technologies is a critical factor. Carbonite uses a patented algorithm to maximize the efficiency of backup workloads, which speeds up the backup process and reduces bandwidth consumption. In addition, the intelligence embedded in the solution provides great management flexibility, for example to identify files and recover them on the fly where they are stored, to secure the data by encrypting it, and again by inspecting corrupt files before they reach the backup vault. Our solution backs up all types of data, including all-in-one protection for physical or virtual environments, even Wintel, Linux and AS400 systems. Deployed on-site, the solution stores copies on a local target or in our secure cloud. In



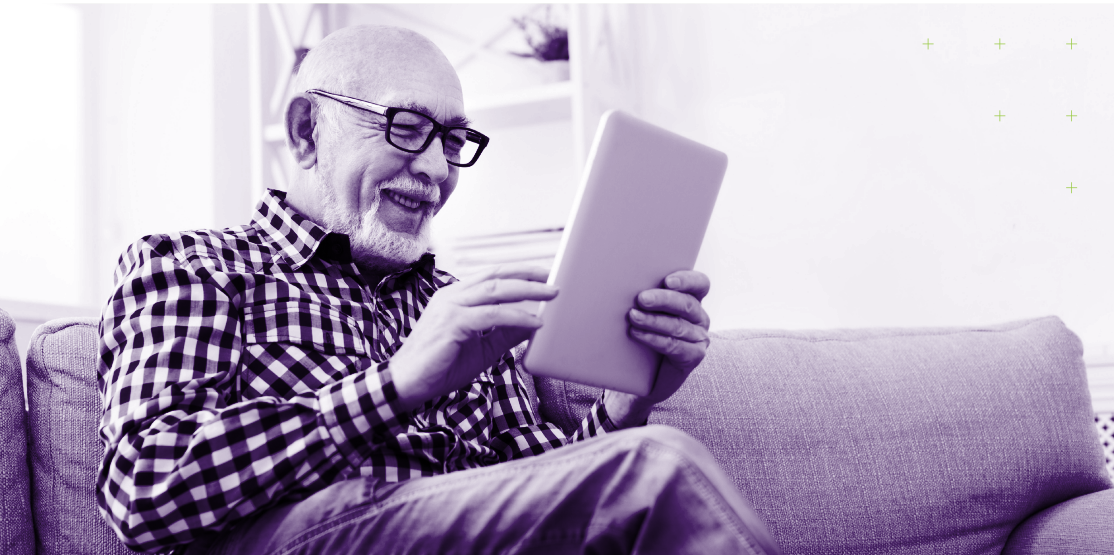
the event of a server failure, a bare metal restoration can be performed to recover the full system. Granular restoration of files, folders and application data is also available. For systems that are critical to operations, where downtime is costly and damaging, a cloud-based failover option ensures continuity of operations. Endpoint backup, backup for Microsoft 365, as well as antivirus from partner company Webroot round out the Carbonite data protection portfolio.

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# 6

## BALANCING PERFORMANCE AND EASE-OF-USE



A well-designed solution tends to mask the technical aspects through ease of use and simplicity of deployment. The intuitiveness of the user experience combined with the underlying processing power allows administrators to be able to respond to the most complex scenarios. This balance between design and performance characterizes Carbonite's approach. When a managed service provider wants to diversify their offering and expand their portfolio with a backup and recovery solution, we first approach the technical side by precisely determining the needs of the provider and their customers through a demonstration or proof of concept (POC). We then agree on a

business model that's advantageous to each party, whether it's Carbonite® Server Backup within their own infrastructure or relying on our infrastructure offered as a service or customizing from start to finish, including the option to move to a hybrid model. From there, the new partner has access to management tools and a multi-tenant console that is totally dedicated to the provider. This console is used to administer the solutions, for example to remotely monitor the services provided or delegate administrative permissions. These are easy-to-use tools but also powerful ones, which the provider leverages to consolidate and scale services with their customers.

# 7

## ALL-AROUND SUPPORT

The Carbonite and Webroot partner program gives resellers and MSPs multiple levels of support, from the onboarding phase to the implementation of advanced configurations, with a systematic transfer of expertise to our channel partners so they may acquire mastery of the technical issues of data protection for physical servers, virtual machines and those legacy systems that are still essential, especially for vertical markets. We also share best practices for data protection and disaster recovery in an advisory role. The goal is to provide both solid technology and an understanding of market segments. This approach is all the more relevant because Carbonite's native

multi-tenant architecture supports many customers and helps partners grow their revenue streams.

We also provide a wide range of marketing resources. In addition to traditional promotional collateral, this includes allocating budgets to boost sales, phone calls for corporate clients or regular communications that allow you to take the pulse of current market and respond to technical challenges – not to mention the granting of NFR licenses or free trial versions that facilitate the consolidation of leads. Carbonite's technical support works 24/7/365.



# 8

## ENHANCED SECURITY AND COMPLIANCE SUPPORT

Backup and security work together to create a multi-layered defense. While there is no guarantee of preventing human error or a malicious attack, preserving data in a safe place helps ensure you can recover digital assets in the event of a data loss or corruption scenario. At OpenText, we know how critical security is to business continuity and confidentiality. That is why we take all necessary precautions to ensure that our systems and procedures remain fully secure. We expect the same approach from our partners. If necessary, they can count on us to help them structure this component so that they quickly become risk managers. In the Carbonite® Server Backup client-server architecture, where each server hosts an agent, the backup flow passes to a primary backup container, itself secured using replication to a secondary backup container. Operations are carried out either from the partner's infrastructure, in our cloud or both. These three levels of replication help you deal with any unexpected adverse events and switch to backup systems if a primary system fails. And if the customer wants to keep their data on site, the implementation of a hybrid cloud configuration complements the infrastructure. More broadly, data privacy is supported through patented delta-processing, where data blocks that pass through the network are not usable in

the event of an interception. Added to this protection is 256-bit AES data encryption at rest and TLS encryption for data in transit. Finally, Carbonite conducts regular audits against the SOC II Type 2 framework and commissions its attestation report form 3rd party auditors.

At a time when higher levels of cyber resilience are required for all organizations, OpenText provides its channel partners with the means to generate value through backup and business continuity services with Carbonite and Webroot products. Our technology is a valuable asset in the face of changing market needs and cyber threats. With the tools necessary to grow and automate services – complemented by technical, organizational and personal support – channel partners have the keys to success for developing new revenue streams.



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**Contact us to learn more**  
**Phone:** +44 (0)333 1234 200  
**Email:** UK-smbc@opentext.com

### About Carbonite and Webroot

Carbonite and Webroot, OpenText companies, harness the cloud and artificial intelligence to provide comprehensive cyber resilience solutions for businesses, individuals, and managed service providers. Cyber resilience means being able to stay up and running, even in the face of cyberattacks and data loss. That's why we've combined forces to provide endpoint protection, network protection, security awareness training, and data backup and disaster recovery solutions, as well as threat intelligence services used by market leading technology providers worldwide. Leveraging the power of machine learning to protect millions of businesses and individuals, we secure the connected world. Carbonite and Webroot operate globally across North America, Europe, Australia, and Asia. Discover cyber resilience at [carbonite.com](https://carbonite.com) and [webroot.com](https://webroot.com).

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