

Why partner with Datto

Seven ways Datto helps MSPs win more business

Datto is a 100% MSP-focused business, with a global community of 17,000 partners and a diverse and growing product portfolio.

The portfolio encompasses best-in-class tools MSPs use to enhance their own efficiency, including PSA and RMM, and high-margin solutions that address the networking and business continuity/disaster recovery needs of their customers.

A number of UKI MSPs rely on Datto, not just for enterprise-level solutions, but also for guidance and support as they look to optimise and grow their business and explore new opportunities.

Datto's continuous investment in world-class technology and the exabyte-scale Datto Cloud, along with the wrap-around technical support and the development of new solutions to meet the changing needs of today's Managed Service Providers and their end users, enables Datto partners to keep improving their operational efficiency whilst developing profitable new revenue streams.

Because Datto identifies the opportunities and builds the solutions, MSPs do not have to devote their own time and resources to creating an SMB-focused product portfolio from the ground up. The heavy-lifting is done by Datto.

Here are seven reasons why we think Datto continues to attract new MSPs looking for the perfect technology partner.

1 More than just back-up

Partnering with Datto gives you access to the best in enterprise-level MSP technology to help you deliver more value to your clients and grow your business.

Datto's RMM and PSA are perfect for optimising your own processes and workflows, but the centrepiece of its portfolio – and what gives many partners a foot in the door with clients – is business continuity, represented by Datto BCDR (for servers), SaaS Protection for Microsoft 365 and Google Workspace (the latter formerly known as G Suite) and Cloud Continuity for PC and Datto File Protection (for both Mac devices and for PCs).

As Datto CEO Tim Weller says: "We cover the waterfront."

These are true business continuity solutions that offer so much more than just back-up, including the ability to recover data and applications quickly in the event of data loss or a ransomware attack, which, increasingly, could involve the erasure of back-up servers and attacks on cloud back-ups.

"Back-up is easy," explains Weller. "What is hard is replicating that in multiple locations, syncing, verifying, monitoring, testing, restoring it hundreds and thousands of times, with the same reliability and integrating with other systems like PSA and RMM and being available with live help 24/7 on difficult restorations."

That complete solution is what Datto provides.

2 Datto Cloud

Datto protects data whether it is stored on a client's PCs, servers, on-premises, private cloud or SaaS applications, backing it up to a Datto appliance with offset replication (and restores) in the Datto Cloud.

Datto Cloud is the reason many MSPs



Justine Harris, Sales Director, UKI, Datto

move to Datto, especially those that don't want the expense and overhead of building and managing their own cloud. It is global, elastic, secure, delivers an exceptional restore experience and now also includes malicious deletion protection.

Another new feature, enhanced restore orchestration, automates cloud virtualisation configuration and infrastructure optimisation. Not having to spend time with manual configuration makes it quicker and easier for MSPs to conduct (and charge for) DR testing and raises the possibility of DR testing as a service.

3 Technology innovation

"In addition to ongoing investment in Datto Cloud, Datto continues to develop its product portfolio to give partners innovative new products and services to take to customers," explains Justine Harris, Sales Director, UKI, Datto.

"These include many industry-firsts, such as Datto SaaS Protection, the first Microsoft 365/Google Workspace solution purpose-built for the MSP, and a back-up solution for Microsoft Teams that can backup all content, conversations and calendar information in public channels."

Datto SaaS Protection is a good example of how product innovation enables Datto partners to address customers' changing needs and, in doing so, generate additional income. Currently the fastest growing product in Datto's portfolio, this provides much needed protection for customers' Microsoft 365 and Google Workspace data.

With Gartner predicting that, by 2022, 70% of all organisations will have experienced some business disruption due to unrecoverable data loss from a SaaS application and with Microsoft and Google

