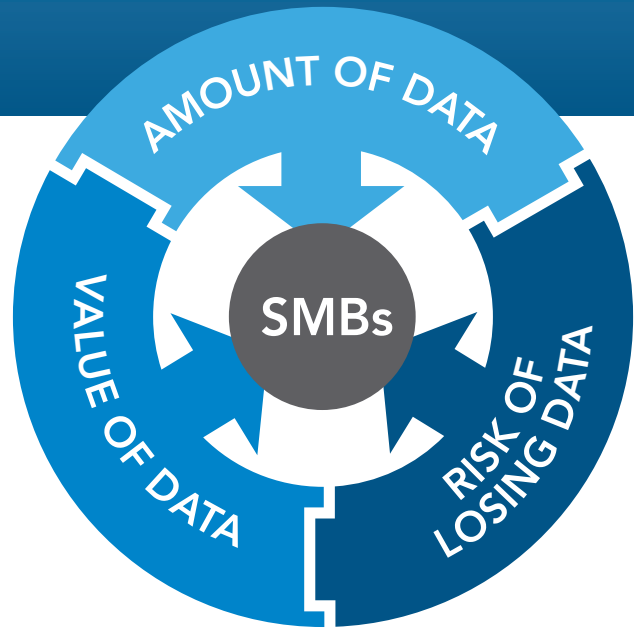


Expand Your Revenue Opportunities

6 KEYS TO OPEN THE DOOR TO THE SMALL BUSINESS MARKET

Small businesses are creating more data than ever, and the value of that data is increasing. Simultaneously, there are more risks of losing the data. A challenge for SMBs is having fewer resources to manage and protect their data. In fact, small businesses are often more at risk than their large enterprise counterparts.



With Challenge, Comes Opportunity



That's where MSPs and IT service providers come in. With Datto ALTO created specifically for the small business market, MSPs now have a technical and financial story to tell, and sell. This paper outlines how Datto ALTO can expand an MSPs customer base and revenue growth, by tackling the small business market with a product and price point that addresses their unique pain points.

1. No More Barrier to Buy

We all know it's not a question of *if* a business will experience downtime, but *when*. According to IDC, at least 15 percent of SMBs are doing absolutely no data backup. Another 60 percent only back up data on local, on-site storage devices. And who knows how stable their backup is? When was the last time it successfully backed up? Could they restore systems in the event of a disaster?

Traditionally for small businesses to implement a backup and disaster recovery (BDR) solution they had to purchase expensive equipment locally, spending thousands of dollars in one up front investment; making a BDR solution very prohibitive for a small business that didn't have the extra capital to spend. With Datto ALTO, MSPs can make the BDR investment much easier for SMBs to manage financially, as payments can be smaller recurring bills, spread out over months, versus one large upfront cost.

Lack of money and IT resources are the two main reasons for small businesses not taking their BDR needs seriously. Not to mention less than stellar products that haven't addressed their specific needs. No doubt, lack of funds, resources, and targeted products also contributed to the "it won't happen to me" syndrome. Small businesses can no longer put their head in the sand when it comes to BDR. Better yet, they don't have to.

Datto ALTO is the first enterprise-class business continuity solution created specifically for small business. It is small in size (it actually fits in the palm of your hand), but huge in features. Datto ALTO includes instant file restore, off-site virtualization, and automatic backup testing using Datto's screenshot backup verification technology.

SMBs no longer need to be threatened with the lengthy, revenue-draining downtimes when their systems inevitably fail.

2. Ease of Use

A robust product does not always mean a complicated interface. In fact, Datto intentionally designed an easy to use interface for the benefit of both the business user and MSP. The Datto ALTO interface reduces set-up, configuration, and maintenance time, which in turn reduces total cost of ownership (TCO). If you've partnered with Datto before you know affordable TCO is one of our key differentiators. If you're new to working with Datto, you're in for a nice surprise.

Let's get started

In order to start taking backups we need some basic information to register your appliance.

Appliance Settings

Appliance Name: BackupAppliance
Nearest Big City: New York City (5dimensional)
Set Admin Username: Administrator
Set Admin Password: ****
Confirm Admin Password: ****

Organization Information

Organization: John's Soap Company
Postal Code: 90210
Admin Contact: John Sampston
Admin Email: John.Sampston@JohnsSoap.com

Send an email when backups fail
 when I cannot sync off site
 if there is a hardware problem.

Terms and Conditions I agree I have read and consent to Datto's Terms and Conditions

Register Appliance

Diagnostic Information:

Serial: 00012E489CC4	Model: 5500	IP Address: 192.168.120.144	CPU: 2x AMD 1.7 Ghz
Last Checkin: 8 Minutes Ago	OS Version: 2.830	Ping: Good	RAM: 8GB - 7.2 Available

3. Recurring Revenue

The recurring revenue business model benefits both the customer and the business, especially small business. Delivering Datto ALTO's robust functionality, combined with MSPs service, increases the value of the purchase for the client. And the automated, stable income allows the MSP to provide additional services, while allowing maximum time to secure additional clients.

Datto ALTO has support, device cost, and virtualization fees included in the initial price structure. With easy management and implementation it's very feasible to deploy a large fleet and establish a strong recurring revenue stream for your business.

See the revenue opportunities for yourself with our online Revenue Calculator: www.dattobackup.com/alto-revenue-calculator. And remember, Datto is 100% channel-driven only. Our recurring revenue model is focused on the success of our partners.

4. Scalability

As MSPs know, getting in the door to a new client can be the hardest part of the business. It's no secret that MSPs are much better at managing the complex technology and service issues presented by their clients than at sales and marketing.

Once you're in with Datto ALTO, however, you have the opportunity to increase your foothold with additional product and service offerings. Datto ALTO gives MSPs that valuable opportunity to get in the door and gain the trust of small business clients. The scalability of Datto products, and flexibility of upgrading, positions growth of your business as the needs of your small business clients grow.

5. Support

The better an MSP is supported by their vendor, the better the MSP looks in the eyes of their clients. This is incredibly important for the SMB category; without having an internal IT staff, they need to have 100 percent confidence in their MSP.

Datto is the proud recipient of the 2013 ASCII award for 'Best Customer Service'. Given the nature of our business, dealing with a company's data lifeline in often-urgent hours, this award is particularly meaningful to Datto. It exemplifies the commitment Datto has to its Partners, to ensure their customers' needs are met, and business continuity is guaranteed.

6. Datto ALTO Solution

One reason MSPs may have shied away from selling BDR solutions to SMBs is the lack of robust features. Many of the earlier BDR solutions targeted at the small business market were really consumer backup products dressed up for the small business user. With Datto ALTO, MSPs now have the opportunity to bring a full-featured BDR solution to market, that includes the critical features of an enterprise BDR, including:

- Entire system is backed up seamlessly through image-based backup
- Downtime is reduced and employees can work without any special connections or software through leading edge Hybrid Virtualization
- Backups are automatically verified through screenshot backup verification
- Breakthrough bare metal restore (BMR) technology allows users to perform restores to dissimilar hardware
- Inverse Chain Technology™ creates an optimal backup chain from scratch and restores and virtualizes every point
- Easy to use and intuitive interface reduces time to install and maintain

Conclusion

Given that there are nearly 4,500,000 small businesses, with 1-19 employees, in the U.S. based on 2010 data from the U.S. Small Business Administration, Datto thought this underserved group needed a robust BDR and business continuity solution they could call their own—Datto ALTO.

Datto ALTO presents MSPs with a great opportunity to grow your business with a huge, new customer base, set up a strong recurring revenue stream, and be positioned to grow as their business grows.

Learn more about Datto ALTO at dattobackup.com/alto/overview.

