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Make Profits on Day 1 Selling DRaaS





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[A recent study by remote monitoring giant Kaseya](#) shows that MSP growth is definitely on an upward trend. While there has been tremendous growth in the market as whole, MSPs that including backup solutions with their managed services offering experience almost 25% faster growth than those that don't.

[Another finding in the report](#) shows that high-growth MSPs have figured out how to incorporate a variety of solutions into their offerings. Conventional logic would assume that incorporating more services into their offerings would increase the cost too much for the average consumer to palate. Surprisingly, the converse is true. MSPs that can package more services and options are able to add more value for the end user and charge more for that value.

The Challenge

While more and more MSPs try to add value and increase their service offerings, the challenge remains in how to do more without increasing internal costs early in the process that would be passed on to the end user. The only other option for the MSP is to purchase the necessary equipment and licensing and amortize it over the term of the agreement.

That upfront capital expense paired with a prospect's general unfamiliarity with a potential new service provider, has forced many MSPs to create an "entry-level solution" or some type of low-cost, low barrier-to-entry offering that satisfies an immediate need.

The recent uptick in malware and ransomware attacks, combined with more grueling weather incidents, has made disaster recovery and data backup the most obvious choice for an entry-level solution for prospective clients. This brings to bear a new challenge: Most manufacturers and providers of Disaster Recovery as a Service (DRaaS) require the reseller to buy the hardware required for onsite network backup and then push the data offsite to a secure data center.

This requirement puts the service provider in a compromising position, forced to choose between having to either sell the hardware to prospective clients and potentially lose the opportunity to the upfront cost, or absorb the hardware costs into their monthly service contract and hope the clients stay long enough to recoup the costs and mitigate exposure. Neither choice is desirable for any service provider, but it's becoming a more common dilemma in today's competitive market.

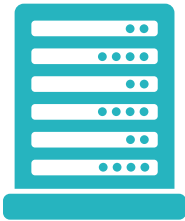


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What if There Was Another Way?

Here at Sky Data Vault (SDV), we have removed the entry barrier for selling recurring revenue service agreements by making every backup solution we offer completely OPEX on a month-to-month billing cycle. This allows the service provider to offer the backup solution their client needs with zero upfront capital -- creating a win-win for the client and for you as their service provider.

SDV has a best-in-breed solution that can fit any scenario with a flexible portfolio of solutions to accommodate your clients needs:



“SDV will backup your mission critical data, software and operating systems in more places than one. We will host data in our secure cloud environment for you so you can focus on your client’s existing infrastructure.”

Direct to Cloud BackUp

This solution is just as straightforward as it sounds. Your data will be backed up, encrypted and then sent over the customer WAN to the secure SDV cloud. This gives your clients secure off-premise storage and the ability to access their data immediately through the internet.

Hybrid DRaaS

This solution combines cloud and on-premise services. You will receive an on-site device (BDR) for local file and folder storage, as well as a recovery point capable of virtualizing any of your clients’ protected networks. This virtualization includes all data, software, OS, databases and anything else that would be backed up to give your clients near real-time recovery from malware, CryptoLocker, hardware failure or the like. In addition to this local device, the SDV service backs up the same information to the secure SDV cloud. So, if the on-premise environment is inaccessible because of a long-term power outage, fire or flood for example, there will also be a protected image hosted in the SDV cloud.

Direct to Cloud DRaaS

This service is similar to Hybrid DR, but it’s typically used with larger clients that want a secondary data center with protection and recovery options but don’t want to spend the money for it. SDV can offer that environment and help businesses expand their cloud

footprint. SDV will backup your mission critical data, software and operating systems in multiple places, and we will host data in our secure cloud environment for you so you can focus on your client's existing infrastructure. You will also have the power to turn this data accessibility "on" and "off."

Finally along with any of the SDV services, you receive 24x7x365 support for file recovery and image turn-up. This allows you to focus on the customer during a business-critical event, while SDV resources turn all the nuts and bolts in the background to re-establish the system in the cloud.



Areas of Immediate Cost Impact

This wide portfolio of solutions, paired with a billing model that is completely month-to-month OPEX without upfront capital costs, lets you get back to offering the services your clients need and away from selling unprofitable and risky hardware.

Here are a few Financial Benefits of Working with Sky Data Vault:

- **Sales Revenue Bump** - By lowering the barrier of entry to selling your services and adding value to your offering, you become one of the High-Growth MSPs that the recent Kaseya study has shown can sell more and maintain higher margins even at a higher price point.

- **Initial Implementation Cost Savings** - By avoiding upfront capital to purchase expensive hardware and software, MSPs are free to creatively explore ways to reduce costs to the end user without sacrificing profit or net revenue.
- **Long-term Risk Mitigation** - Instead of taking on the full front load risk of the agreement with expectations to recoup costs only after a client stays on and eventually making profit, there's no need for MSPs to wait. Everything at SDV is completely OPEX and month-to-month so there's no upfront capital outlay.

We understand your business at SDV and we are looking to be more than just your DRaaS provider. We want to be your strategic partner -- and we have the knowledge and expertise around your specific business model that will help you sell and leverage solutions effectively. We are ready to share our tools and methodologies to move your business forward to tremendous success!

[Contact us](#) today to take the first step.



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