Winning with managed data protection: The opportunity MSPs can't ignore

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At companies everywhere, value lies at the heart of business success.

Providing value to customers in the right way and time makes businesses grow. Value is the measure of what customers want, expect, and are willing to pay for. And it's the fuel that helps companies gain and maintain competitive advantage.

Backup and disaster recovery have joined the growing list of cloud-based managed services provided by MSPs which add value for their clients the world over. It's a much-needed service for businesses of all sizes. The additional revenue stream is beneficial for MSPs as well.

Yet proactively managing the protection of clients' data can result in a variety of challenges for MSPs.

Data protection services: the challenges MSPs face

For more than 10 years, advances in service delivery have disrupted traditional IT support methods. When business leaders recognized the value of delegating IT support to third parties working offsite, IT support services managed remotely went mainstream.

Now, cloud-based services have liberated businesses from data storage and management constraints, and a host of "as-a-service" offerings have come online.

Challenging backup and recovery management

Onsite or in the cloud, IT professionals conduct backup and recovery services in what can only be called a tough environment. Rapid changes in technology and support processes create challenges that make IT managers' hair turn gray.

Consider this lineup of backup-related trends that make IT services challenging:

More data volume, less time to back up and recover it.

IT departments are adopting technologies like IoT, big data analytics, and machine learning to harness the value of their company's data. Although cloud services have freed companies from the constraints of data storage, management, and protection, IT processes must still handle huge volumes of data. And, the Recovery Time Objective — the time it takes to recover from an interruption or outage — needs to be increasingly shorter.

Need for advanced data security and access control

Cybercrime continues to grow in power and sophistication. Easy defenses of past decades don't work as well as previously because security threats can now originate inside a firewall or in the cloud. Whether data is at rest or in flight, IT professionals must secure data with encryption and include proper access controls to prevent data theft or damage.

Also, backup theft is a favorite tool of hackers and identity thieves. Special measures are required to prevent tampering and ensure regulatory compliance of sensitive data.

Growing demand for cloud-based data management

According to Gartner, the MSP market is experiencing an explosion in hybrid cloud-based services, and the trend will continue. Growth in hybrid cloud-based data management creates a need for MSP administrators to orchestrate cloud application data across many tasks (data backup, instant recovery, search, and archiving to name a few).

Expand this to-do list in private and public cloud environments, and you have a truly challenging task.

Keeping technical engineers engaged

Key roles within any MSP are the technical engineers. Not only are they in-demand, they represent an MSP's key revenue stream.

Keeping technical engineers on board with work that keeps them engaged is vital to fostering a winning performance culture.

When technical engineers are having to complete mundane administrative work, they get bored. And bored technical engineers start looking around in the job market for more fulfilling work. This represents a risk for MSPs.

These everyday tasks can become a major obstacle to growing revenue and staying competitive. Now that services which remove the effort and risks of data protection tasks are affordable and commercially available, outsourcing is a viable solution for MSPs.

Value and Opportunity in Managed Data Protection Services

Increasingly, traditional managed services have become commodified. The slump in managed services value puts pressure on MSPs, who must emphasize higher-demand and higher-value offerings. New and traditional MSP services that work up the value chain are nothing new.

So, which MSP market trends are buoying up ROI and business opportunity?

MSP market trends that stimulate business opportunity

New technologies and business models are major parts of recent upheavals in the in the MSP market. Pay-as-you-go subscriptions, more and more computing power, and almost endless storage capacity make delegating IT tasks to third parties increasingly attractive. So, robust market demand transforms another set of routine IT support tasks into a cloud-based service.

As demand for cloud-based services grow, so does their variety. Software, platforms, IT infrastructure, data backup, disaster recovery—you name it, it's probably available at a cloud facility near you. But there's good reason for this popularity. The IT and data technologies these services are based on really work. They offer scalability, cost, and security benefits on monthly, pay-as-you-go billing plans. Customers love it.

Customer preference for complex cloud computing environments

The development of hybrid cloud operations (offsite public or private cloud services managed with on-premises data storage and management) is a blessing to CIOs unwilling to abandon significant investments in on-premise infrastructure and business models.

This tendency encourages forward-looking MSPs to cloud-enable on-premises server solutions and redesign many of their cloud services to work with on-premises solutions. However, managing this complex venue isn't easy or simple. More and more companies are looking for third-party management help. Hence, the current MSP business opportunity.

Explosive growth in cybersecurity concerns

Cybersecurity and data protection services sit at the top of the list of high-value MSP offerings. That's because cyberattacks are more powerful and sophisticated than ever. And regulators have increased compliance requirements and penalties for companies that disregard industry standards and rules. As the stakes for thorough cyber-defense become greater, so do the opportunities for MSPs who can offer services that reduce data security and compliance risk.

The value of outsourcing data protection services

With the challenges MSPs face when it comes to protecting client data, outsourcing the mundane administrative components of backup services is becoming an increasingly attractive solution.

The managed data protection alternative

Managed data protection solutions provide MSPs with specialized, data backup, security, and recovery services. By outsourcing data protection services to Probax, MSPs can provide their clients with high-value services, without shouldering the overhead costs.

When considering managed data protection resources, be sure they include:

- **A backup and disaster recovery platform** customized to MSP requirements.

- **Cloud-based support for data management environments**, no matter how large or complex they might be.

- **Centralized data management** from an easy-to-use dashboard

- **Automated communications and reporting** managed from a centralized location.

- **Experience the benefits without the upfront commitment** by taking advantage of our three-month, risk-free trial offer.

A data management analyst might regard hybrid- and multi-cloud environments as obstacles to efficient operations. A forward-looking MSP, on the other hand, might view them as a business opportunity.

The need for businesses to manage more complex IT environments drives business opportunities for MSPs. When technology or a specific process is hard for SMB owners to understand or manage, it increases the value of third-party service providers. Take the same logic one step further to MSPs wanting to move their service portfolio up the value chain. To them, outsourcing routine IT support tasks to data protection specialists might make sense.

Up the value chain to Managed Data Protection with Probax

These days, MSP businesses derive more of their revenue from advisory and consultation services. The most highly valued areas for SMBs include data protection tasks, such as cybersecurity and disaster recovery.

This trend reflects a robust business opportunity, which MSPs can take advantage of by handing off routine data protection work.

Outsourcing data protection services to Probax enables MSPs to:

- **Deliver peace of mind** and assurance to your clients that data protection management meets their requirements and is aligned to industry best practice.

- **Lower operational risk** by outsourcing data protection services to industry experts with over 10 years' experience in backup and disaster recovery solutions.

- **Enhanced client reporting and visibility** of data protection performance and testing.

- **Increase ROI** by reallocating engineers' time to providing higher-value services. This enables you to maximize billable utilization and efficiency.

- **Retain quality engineering staff by** offering them more engaging work.

- **Gain competitive advantage** by becoming an early adopter of a higher-value services strategy.

Moving up the value chain to higher-value, data protection services provides a direct path to growing a robust managed services business.

Delegating data security, backup, and recovery services to Probax puts your customers in the hands of experienced data protection specialists. Also, you'll provide your customers with automated services that are fast, reliable, and easy to scale.
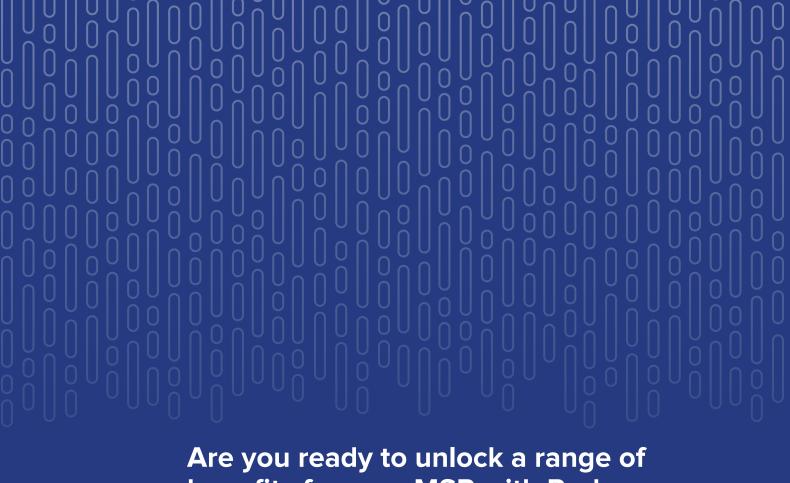
The benefit of partnering with Probax

Probax is the ideal partner for your MSP to help you unlock the value of offering Office 365 Backup & Archive services to your existing customer base and net new prospects.

Probax specializes in solving the problems that MSPs face when they offer data protection services. Their partnership with Veeam enables Probax solution designers to make sure that final customers get the best data protection services available.

Through the past decade, Probax has developed a multi-vendor, multi-tenant platform that provides customers with intelligent, automated, cloud data protection solutions. These include backup as a service (BaaS), archive as a service (AaaS), disaster recovery as a service (DRaaS), software as a service (SaaS) protection and more.

The combination of Probax and Veeam enables MSPs to offer:

- A complete range of powerful, modern, online data protection services.
- Flexible backup and protection services to customers who run diverse deployments.
- Peace of mind based on the assurance that legal and compliance requirements will be met consistently and appropriately.
- Competitive, predictable, SaaS services and pricing.

Are you ready to unlock a range of benefits for your MSP with Probax Managed Data Protection Services?

Discover how you can focus on your growing your business while we look after your clients' data protection. Contact us today at sales@probax.io.

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