

THE ESSENTIAL GUIDE TO MANAGED BACKUP

NEXT EXIT



INTRODUCTION

The cost for each day of downtime for an SMB is a staggering \$12,500¹. That is a price tag that few small business owners can afford to pay and is the reason that managed service providers need to make sure they have a strong backup offering for their customers. Even a couple of hours downtime could cause your customers to experience lost revenue, lost customers and the permanent loss of data.

This eBook provides some best practices for ensuring that your customer's data will be there when they need it.



¹ "2011 SMB Disaster Preparedness Survey" by Symantec.

Available at: http://www.symantec.com/about/news/resources/press_kits/detail.jsp?pkid=dpsurvey

MONITOR YOUR BACKUPS

“Every week 140,000 hard disk drives crash in the United States”²

Configuring automatic backup is a relatively painless process. While your customers are capable of doing this themselves, the value you can add is to monitor the status of backups to make sure they succeed and to retry if they fail. Depending on your service level agreements, you may incur a penalty if you miss a backup and a device fails. You need to shorten the window of lost data as much as possible.



² “Failure Trends in a Large Disk Drive Population” by Google Inc.

Available at: http://static.googleusercontent.com/media/research.google.com/en//archive/disk_failures.pdf

MINIMIZE DOWN TIME

“Average cost of downtime for an SMB per day is \$12,500”³

When a failure happens, your customer doesn't want to hear that you don't have the correct hardware to restore them. If they are using proprietary server hardware, you want to be backing up at the volume level using bare metal recovery so that you can restore that server to virtually any other equipment. The key is to minimize any downtime which impacts your customer's ability to do business.



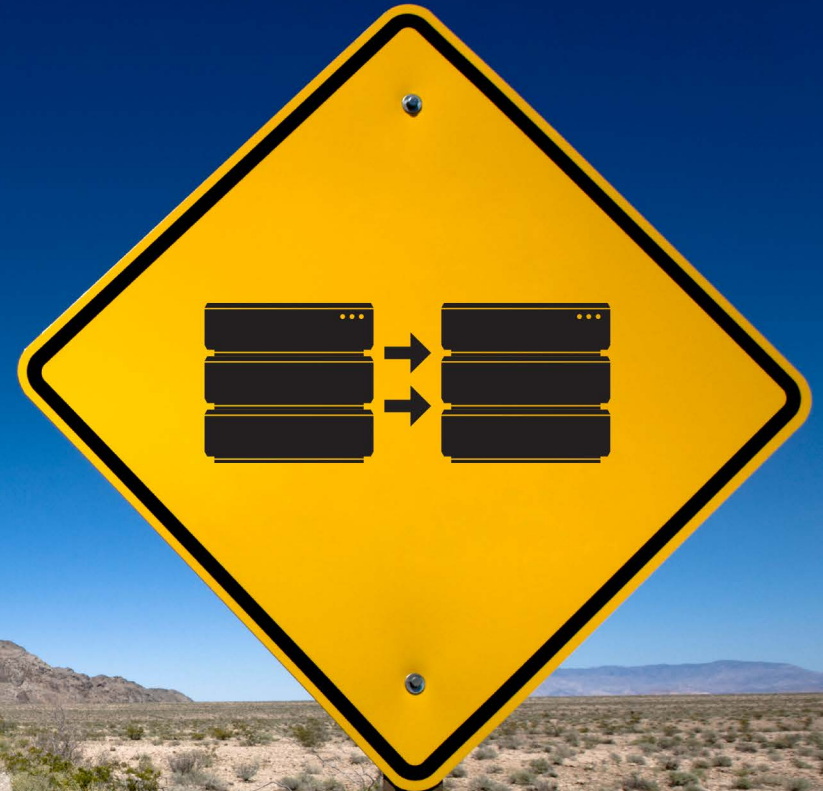
³ “2011 SMB Disaster Preparedness Survey” by Symantec.

Available at: http://www.symantec.com/about/news/resources/press_kits/detail.jsp?pkid=dpsurvey

DUPLICATE BACKUPS

“90% of serious disruptions to business services are caused by mundane events such as road-works...damaged power cables, user errors...etc”⁴

No MSP wants to have a conversation with their customer where they have to report that they lost a backup or that it was damaged at the same time as their operational systems. SMBs who perform their own back up do not keep a copy off-site. The value you bring to the table is to keep an up to date copy of their data off site so that if a major event happens such as a flood or fire, you'll be able to get a replacement system up and running.



⁴ “Business Continuity Management – An Introductory Guide” by James Royds.
Available at: <https://www.icaew.com/~media/archive/files/technical/information-technology/it-management/business-continuity-management.pdf>

SAVE ON STORAGE

“Backup and recovery procedures could be reduced by 85-90% when automation and new technologies were applied”⁵

A managed services provider needs the latest technology in their toolkit. SMBs performing their own backup often limit themselves to personal backup making it a very manual process with one backup per one workstation. MSPs can leverage incremental/differential backups to only backup what has changed or de-duplication to avoid backing up duplicate data on image based backups.



⁵ “Business Risk and the Midsized Firm” Randy Perry, Jean S. Bozman, Raymond Boggs.
Available at: <https://www.mercurymagazines.com/pdf/HPINTELBRM1.pdf>

TEST YOUR BACKUPS

“Only 44% of businesses successfully recovered information after a recent data recovery event”⁶

Which of your break-fix customers are testing the data-backups that they perform themselves? The answer is likely not one of them and who can blame them? As an MSP you have the tools to test a restore easier and faster than your customer can. Schedule a routine time (e.g. weekly, monthly) to test backups for your customer's critical systems. This gives you full confidence that you can restore your customer's data in the event of any failure or disaster.



⁶ “DR By the Numbers” by Zerto.

Available at: <http://www.zerto.com/blog/disaster-recovery-planning/dr-by-the-numbers/>

REPORT ON BACKUPS

“90% of the data in the world today has been created in the last two years alone.”⁷

Let's face it, you don't have time to be manually tracking the status of everything. There is simply too much information. Your backup system should track the hundreds or thousands of files being backed up and the only thing managed service providers should be doing is reviewing simple reports. Make sure your system can report the status of all your backups and even allow you to send those reports to your customer to show them their data is safe.



⁷ “Apply new analytic tools to reveal new opportunities” by IBM.

Available at: http://www.ibm.com/smarterplanet/ca/en/business_analytics/article/it_business_intelligence.html

CONCLUSION

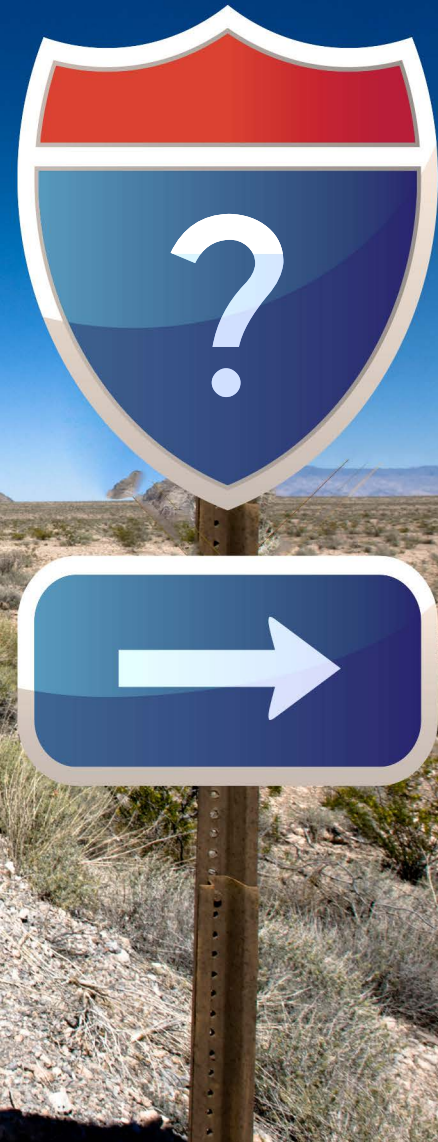
The value of your service is to take the headache of manual backup away from your customers and do it better than they can do it themselves. Your managed backup tools need to help you streamline everything about managed backup so you can provide the best services at the lowest cost to you. Securing your customer's data and providing quick restores remain priority number one; however, you also need to ensure that you are able to easily monitor, test and report on your backups.

If you are interested in learning more about the benefits of a great managed backup solution contact N-able at: sales@n-able.com.



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