

A Simple Strategy to Grow Your IT Business

How to Expand Your Backup Offering

Customers today need their IT service provider to be upfront about the realities of living in a data-dependent world. Your ability to be a trusted resource with full-service capabilities – the fixer as well as the proactive consultant – lays the foundation needed to build new opportunities and realize greater success.



Backup to move forward

Every business is at risk of losing data – it's just a matter of when it will happen. Having a backup solution in place allows business owners to rest easy knowing there is recourse when something goes wrong. Educating customers about those risks is often easier once armed with compelling statistics:

Every 14 sec How often a ransomware attack is predicted to hit an SMB by the end of 2019

140,000+ The number of hard drives that crash each week in the United States alone

\$330 billion The total losses worldwide caused by natural disasters in 2017



Build from there

Cloud solutions are something almost all businesses use in some way or another, whether that's Office 365 mailboxes or cloud storage. This means there is greater awareness of cloud services and how they help support businesses growth.

With the door already open, you are well-positioned to expand your backup offering:

- Leverage anchor products by attaching backup to each of them, e.g. Office 365
- Enhance a customer's plan with cloud backup, following the recommended 3-2-1 rule of backup
- Monetize your services before or after disaster strikes (e.g. offer a systems health check coupled with infrastructure upgrades)

Pro Tip

You no longer have to be a niche expert to offer backup or disaster recovery services.





Be the hero in a crisis

You don't need to be an expert to solve today's biggest problems because cloud solutions make it easy. By offering disaster recovery as a service (DRaaS), you can help your customers avoid losing up to \$100,000 per hour of downtime, which is the average loss reported by 98 percent of organizations.¹

Disaster recovery speeds up the recovery process, making it nearly instantaneous. Meanwhile, pay-as-you-go offerings mean customers only pay for the solution if they need it.

¹ ITIC Corporation, Cost of Hourly Downtime Soars



Deliver more and grow

The cloud helps service providers reach their potential for attracting new business by delivering robust, complete backup and disaster recovery services via:

- New backup and storage capabilities – for all data, in any environment, including mobile
- New market opportunities, from boutique law and medical offices to online retailers of all sizes
- New demand for all-in-one, fully managed IT services



Delivering all the data protection services that companies need is a simple way to differentiate your business, demonstrate expertise, solidify customer loyalty and reduce churn. Better still, with the options available today you can work with a solution that lets you do it all with a few quick clicks.