

veeam

## 5 Ways Service Providers Profit with Veeam Backup



## 5 Profitable Ways MSPs Grow Managed Backup Services

There's no question that every one of your clients is more aware of the impact of data loss than ever before. Productivity disruption and reputation damage impact every industry and every size organization. Which makes this an opportune time to join other MSPs who are offering clients peace of mind while establishing long-term relationships built on trust.

With a focus on profitability, smart MSPs rely on a select group of vendors to help them deliver data protection services efficiently. Top-rated vendors allow those MSPs to offer a flexible set

of backup options at a reasonable price—without having to custom build each stack. Automation, ease of control and integration across platforms deliver the efficiencies that build profitability.

At Veeam®, we're committed to helping MSPs like you offer simple, flexible and reliable backup and disaster recovery services to clients. We've written this eBook to help you explore the possibilities to grow your BDR business. Client conversation examples will help you envision how to talk about your services. Read on to see how you can grow your business and your profits.

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## 1. Solve the O365 Backup Risk

Most businesses make assumptions about the backup and recoverability functions of Microsoft Office 365. Assumptions that can put their data at risk. You can educate customers and prospects about the limitations of key workload protection, while offering them an easy, dependable backup solution.

### Infrastructure versus data

Office 365 customers often misinterpret the role of geo redundancy that Microsoft touts, thinking that their data is stored in multiple locations. But Microsoft's actual responsibility is to maintain application availability and uptime. Customers own their data—which is another strong marketing message from Microsoft—**but** are also responsible for protecting it.

### Robust, flexible data protection

Veeam® Backup for Microsoft Office 365 provides the protection and long-term retention your customers need to secure their Office 365 data. You can ensure your clients can quickly recover if data is lost, accidentally deleted or maliciously attacked.

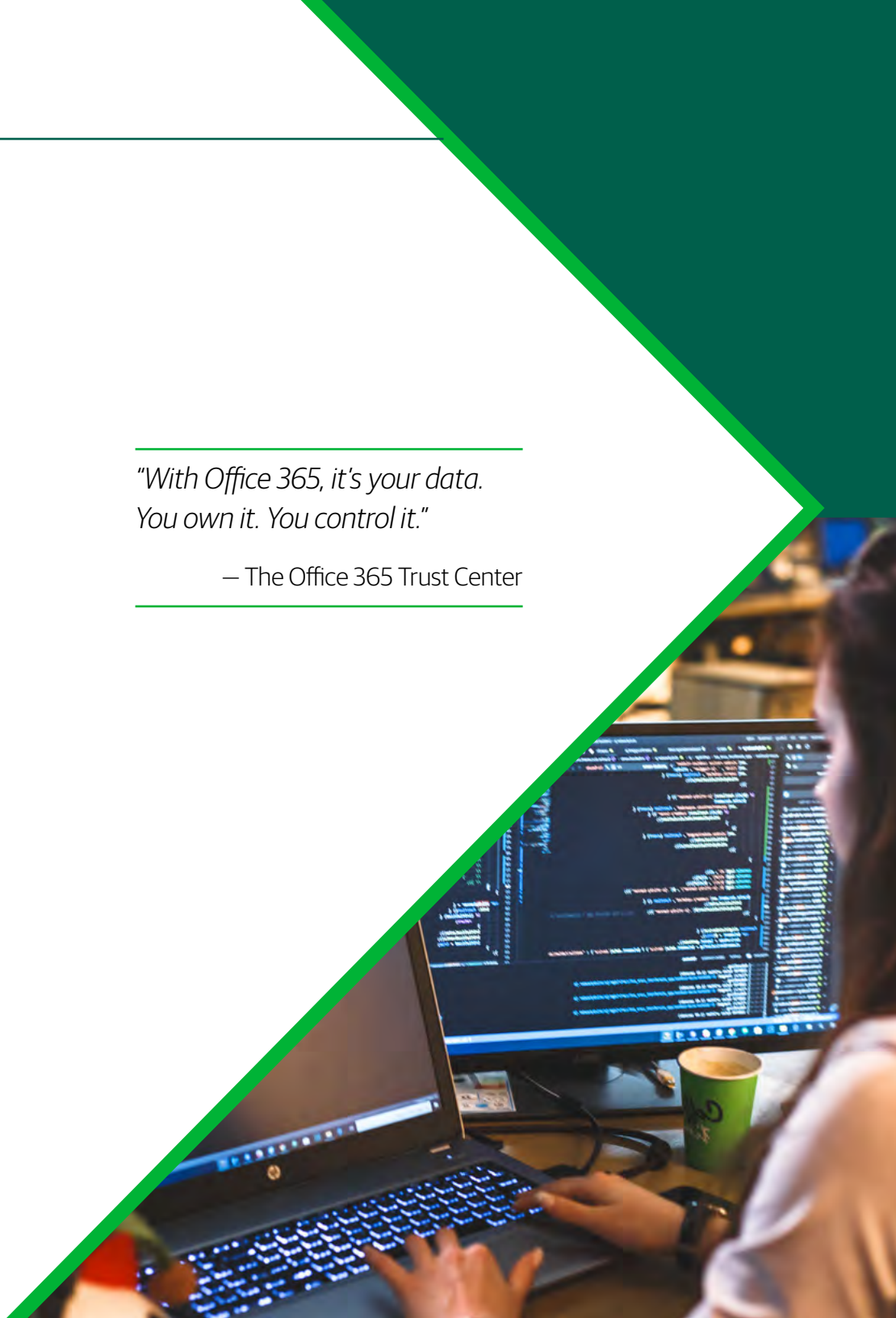
You can also provide the additional protection clients need when they are in highly regulated industries like financial services, healthcare, retail and government. Veeam's Office 365 backup solution ensures there are no retention policy gaps or restore inflexibilities.

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*"With Office 365, it's your data.  
You own it. You control it."*

— The Office 365 Trust Center

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## 2. Simplify BDR with cloud

Your customers understand that they need to be “always on” to remain competitive in today’s world. Digital presence is their lifeblood, and downtime can do permanent damage. As a result, more businesses are looking to cloud-based services like BaaS and DRaaS to add layers of protection to their business.

### Simple, flexible, reliable backup

With Veeam® Backup & Replication™, you can show your clients how cloud-based backup can save time and keep costs down. Quick and easy to deploy, cost-effective and flexible, backup services can be customized to balance your client’s fault tolerance with their budget. One solution to back up data no matter where it is—on-premises, public cloud, private cloud—provides the reliability and simplicity that clients are looking for.

### Ensure continuity with DRaaS

Educating your clients on the value of DRaaS is twofold. As a key component of their infrastructure, DRaaS supports the productivity of an increasingly mobile workforce by keeping applications linked to users and to underlying data when something goes wrong. In addition, DRaaS supports compliance policies across multiple backup data copies. For businesses that cannot cost-justify a secondary disaster recovery site, DRaaS offers the perfect alternative.

## The Client Conversation

Not all prospects and customers understand the concepts of cloud BDR. Be ready to provide a concise explanation of the fundamentals.

**Backup** is the act of taking a point-in-time snapshot of the operational state, architecture and stored data in a database. The point-in-time snapshot captures the complete data set as it exists at that moment.

**DRaaS** is a cloud-based service that replicates data and applications, and facilitates faster restoration. In the event of a disaster, data and applications housed in the provider’s cloud are spun up as a secondary production site, and remain operational until the customer’s primary site resumes operations, and failback can occur.

**BaaS** is cost-effective, cloud-based storage of backups that reduce CAPEX while adhering to the 3-2-1 rule of data recovery: three copies of your data, on two different media, one being offsite.

## 3. Retain flexibility, even in the cloud

Flexibility in the cloud space is critical to success today. Your clients aren't confined to using one platform and neither should you. Vendors that limit your options put your business at a competitive disadvantage.

### Flexibility is the name of the game

Veeam solutions allow you to offer data protection services across platforms to support the unique situations of each of your clients. You may support hybrid cloud or cross-cloud experiences without having to manage multiple backup vendors. When clients want to move production workloads between various platforms, you'll be able to easily support the change.

### Data portability

Data portability is critical for organizations who want to maintain speed and control of their multi-cloud environment. Veeam Cloud Mobility enables simple workload portability across any cloud, to easily move on-premises data to the cloud or bring it back on premises from the cloud. This ensures that your clients can access their data in the event of a disaster—without necessarily needing a full replication/failover solution such as a hot site, but rather a low-cost standby location in the cloud.

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*"By 2021, over 75% of midsize and large organizations will have adopted a multicloud and/or hybrid IT strategy."\**

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Gartner

\* <https://www.gartner.com/en/conferences/apac/infrastructure-operations-cloud-india/featured-topics/cloud>



## 4. Scale cloud BDR services

The market for cloud backup and recovery continues to grow, providing significant opportunity to grow your client base. To build profitability while adding clients, your team must find ways to streamline processes and management, driving efficiency across the organization.

### Increase service efficiency

The integration of Veeam Service Provider Console into ConnectWise Automate is a huge efficiency driver for MSPs. Employees can monitor more clients with consolidated client service management presented through a single interface. In addition, automatic synchronization and mapping of companies between Veeam Service Provider Console and ConnectWise Manage reduces the time spent on setup and administration—and makes it easier to add and invoice new service offerings to clients.

### Deliver exceptional customer service

To entrust their data with you, clients need to have full confidence in your systems and processes. If invoices are wrong or service reps aren't responsive, they will move on. The automation and integration of Veeam BDR solutions are designed to support standard processes—like data protection management and billing—that ensure great customer service. Because every client account is unique, Veeam makes it easy to customize your services to meet RPOs/RTOs, data retention policies and user privilege settings.

## The Client Conversation

Address key concerns proactively to build client confidence in your services.

- “We can protect all of your workloads, including Office 365 and other SaaS apps. We'll help you regain control of your data—down to a granular level.”
- “Our employees work as a team, through one system, to monitor all the services we provide.”
- “We want to ensure you are confident in your security today and into the future. We use enterprise-level solutions to ensure you have the most up-to-date protection.”

## 5. Centralize Service with ConnectWise Integration

When you add or expand any service line in your business, it's critical to look for ways to streamline operations and create efficiencies across teams. FREE Veeam Service Provider Console provides significant productivity gains by centralizing the management, monitoring and billing of services into a single user interface.

### Deliver services efficiently

Veeam Service Provider Console delivers everything service providers need to offer a full-scale managed backup solution to their customers. Complete with remote monitoring and management capabilities, the centralized web-based portal allows your team to respond quickly when issues arise, avoiding potential negative impact to your customers' business.

In addition, Veeam Service Provider Console's integration with ConnectWise centralizes access to your entire customer ecosystem. Your service team can proactively monitor your customers' Veeam environments through the ConnectWise Automate dashboard—anywhere, any time.

### Simplify billing processes

Veeam Service Provider Console offers out-of-the-box native billing technologies giving you everything you need to do the accounting and billing of your customers Veeam-powered managed backups. For partners that are little more established with their own billing systems, Veeam Service Provider Console includes a RESTful API that makes it easy to integrate customer data from Veeam Service Provider Console into your existing workflows.

## The Client Conversation

Your clients are looking for simple, reliable backup solutions that will meet their unique needs. The Veeam-ConnectWise integration allows you to tell clients and prospects how you will deliver services that are:

- Simple: "Support tickets for both managed services and backup services are all handled through one system."
- Flexible: "Invoices will reflect all the services we deliver to your organization in one, easy-to-understand format."
- Reliable: "Using the most respected partners in both support systems and backup systems, you get enterprise-level reliability for a fraction of the cost."

## Your cloud and managed services, powered by Veeam

With Veeam, the most trusted solution for Cloud Data Management™, you can offer enterprise-caliber disaster recovery and data retention to your clients. And with capabilities for cloud, virtual and physical workloads, Veeam can help you expand your services stack to offer comprehensive data protection to clients.

### Off-site backup

No matter the size of your MSP operations, it's easy to extend Veeam-protected devices to an off-site location using whatever storage option makes sense for your business. You can also support backups in a multi-tenant cloud infrastructure.

### Disaster Recovery as a Service (DRaaS)

Veeam helps you offer affordable and effective disaster recovery to your customer with native support to execute a partial- or full-site failover.

### Break Free from Legacy Backup

Veeam can help your services team break free from legacy vendors that can't support your growing business.

- **Service administration:** Leverage powerful capabilities for remote managed services, multi-tenant BDR to your cloud, monitoring and more.
- **Backup + Recovery:** Offer data protection services for VMware vSphere, Microsoft Hyper-V, Microsoft Windows, Linux and cloud-based workloads like Microsoft Office 365.



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