

Managed Backup Services

How to let your customers know why they're beneficial

Managed backup services are a win-win for you and your customers. You get a recurring source of predictable revenue, and your customers get peace of mind that their data is handled by an expert with the most up-to-date technology.

However, some customers are still unaware of the extra benefits managed backup services offer compared to perpetual licenses and have concerns that you may need to address. We've put together this handy cheat sheet to help.

5 Customer Concerns Answered



01 “Isn't managed backup more expensive?”

Managed backup services typically have a lower upfront cost, giving you more affordable access to high-quality software. And with elastic scalability you only pay for what you actually use – even as your needs grow or shrink. Regular, predictable payments also make it easier to budget.



02 “Will I have to spend time keeping software up to date?”

I will take care of managing your backup, and introduce bug fixes, security updates, and new features for you. This reduces incompatibility issues with other software and ensures that as cyberthreats evolve so does your protection – without additional effort from you.



03 “Will my backup keep up with evolving regulations?”

Compliance is becoming more important as legislators and regulators clamp down on how organizations handle personal information, tiered access and permissions, and cyberthreats. With managed backup I'll take that on for you, so you don't have to worry.



04 “Will I only get support if something goes wrong?”

As well as giving you the backup software you need and helping you set it up, I'll provide proactive support and ongoing health checks. I'll have your back – making sure you get the most out of your solution.



05 “What if my needs change in the future?”

With managed backup, you can track your usage and stay in control of your costs. You can add more systems for us to manage at any time and instead of the large upfront cost of buying a new license, I'll simply adjust your usage.

ADDITIONAL SUPPORT

If you'd like to talk about how to market managed backup services to your customers, get in touch with [one of our experts](#).