

EBOOK



GROW YOUR BUSINESS WITH **MANAGED BACKUP SERVICES**

Why boosting your revenue with
Backup-as-a-Service is simpler
than you think

www.novabackup.com

INTRODUCTION

More Revenue, Less Complexity

For many value-added resellers (VARs), getting into managed services can seem like a huge leap into the unknown. That's understandable – after all, switching from selling software licenses and hardware to managing your customers' tech yourself is a significant change to a tried and trusted business model.

Is it really worth the effort? Absolutely – and in this short guide, we'll show you why.

We'll explore how moving from reselling to managed backup services can help you **increase revenue** while creating **loyal customers** who can't wait to **recommend you to others**. We'll look at why offering managed backup is **much less effort** than you might think. And we'll give you a head start by outlining the **key things you need to consider** before diving in.

In this guide:

- The many benefits of offering Backup-as-a-Service
- Key success factors you'll need to consider
- How to take your first steps into managed backup



BENEFITS OF MANAGED BACKUP

Why Offer Managed Backup?

Improve Financial Performance

- **Gain stability from predictable, recurring revenue:** By offering managed backup services, your revenue is no longer at the mercy of unpredictable customer needs. Instead, you benefit from consistent monthly payments that bring financial stability and let you plan for the future with confidence.
- **Increase your profit margins:** Charging monthly for a full suite of managed services enables you to sell the same products at a higher overall margin. Plus, Backup-as-a-Service offers automatic upgrades and renewals, so you don't lose time and money chasing customers.
- **Get paid for the expertise you already provide:** VARs bend over backward to support their customers, often providing setup and management expertise that never appears on the bill. With managed backup, your expert services are included in the monthly cost, so you always get paid for your time.

Boost Customer Loyalty

- **Give your customers peace of mind:** Knowing that backup is being handled by an expert – and at a predictable monthly cost – means customers don't have to lose sleep over data protection or deal with unexpected bills. With Backup-as-a-Service, you're also equipped with the latest technologies and tools to protect your customers from threats to their data and alleviate compliance concerns.
- **Create stronger customer relationships:** Moving from a break/fix relationship to proactive support and ongoing health checks helps foster trust and loyalty. That creates opportunities for growth – with your existing customers and their network of contacts who could benefit from your expertise and support.

Make Your Life Simpler

- **Simplify the sales conversation:** When you're selling your expertise as part of a managed services bundle, it steers the conversation away from deciding which line items to remove to bring the upfront cost down. With Backup-as-a-Service included behind the scenes of the order, customers don't see a product to be removed, they just see a valuable, expert service for an affordable monthly price.
- **Remove setup and management headaches:** Far from adding to your workload, Backup-as-a-Service can actually help reduce it. With everything managed from a central platform, it's much faster and easier to set up, monitor, and manage all your customers' installations. You also don't need to support different hardware and software for each customer – you can focus on the tech you know and apply the same backup strategy across all your customers.

THINGS TO CONSIDER

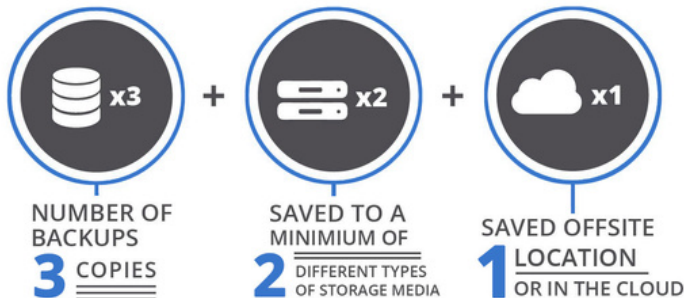
Three Questions to Ask Before You Get Started

1: What Do Your Customers Need?

First, you'll need to determine your customers' backup requirements, especially around data recoverability. It's important to understand typical backup scenarios and your customers' RTO and RPO expectations. You'll also need to identify customers that have specific regulatory requirements your services will need to meet.

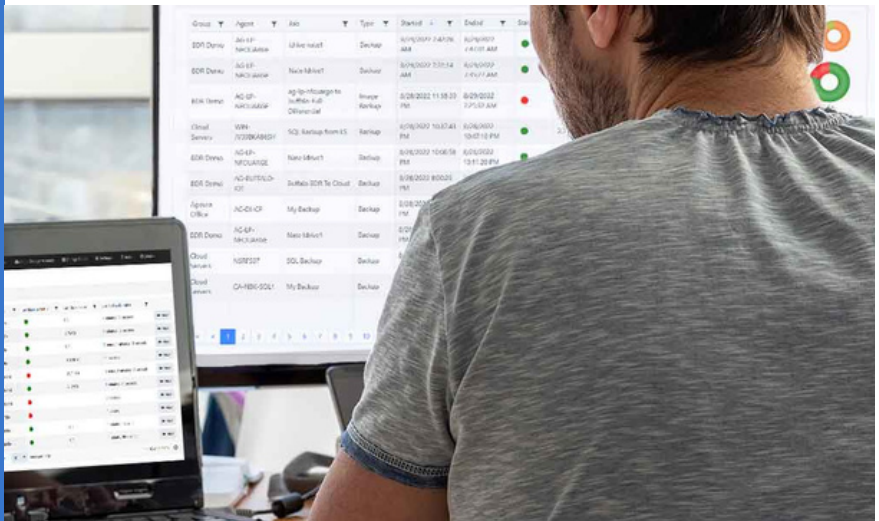
When you have a good understanding of what your customers expect from a managed backup service, you can define the best way to have all of them follow the 3-2-1 rule (three copies of data, on two media types, with one held offsite).

USE 3-2-1 BACKUP STRATEGY



2: What Do You Need from Your Vendor?

The vendor you select for Backup-as-a-Service should provide a central management platform allowing you to set up backup jobs remotely, easily monitor quotas and job statuses, and restore customer data. It should also offer reporting and notifications to keep you aware of what's happening with your customers and check that their backups are working (and if not, why).



Another key factor in choosing a vendor is how easy it is to work with them. The best vendors will offer straightforward licensing and help you find the right balance of local and cloud storage for your customers. They'll also give you the support you need to solve problems quickly, with in-house experts who understand your business and are available when you need them.

3: How Will You Structure Your Pricing?

Subscription-based pricing brings predictable costs for your customers and predictable revenue for you. But what's the best way to price a managed service?



You could offer a menu of services and let customers choose the ones they want. You could create an all-inclusive bundle that offers all your services for a monthly fee. Or you could offer tiered bundles, with a premium service including additional health checks and cloud storage, for example.

There are various pricing models you could opt for, but the most important thing is that you first understand your costs – not just for hardware, software, and storage, but also for the time you spend on average with your customers.



CUSTOMER STORY

Managed Backup in Action

How Oldham Consulting Switched from Reseller to Managed Service Provider

Steve Oldham, the owner of Oldham Consulting, Inc., had been reselling NovaBACKUP software to his customers in the Atlanta, GA area for more than a decade before he took the plunge into managed backup services.

With his customers' data protection needs increasing, Steve saw an opportunity to grow his business by providing local and cloud backup from a single platform, rather than managing separate licenses for every customer.

Steve continues to get all the benefits of the software he's highly experienced with, but he now has additional cloud services and the ability to expand his customer base more easily. He's saving money on storage costs for his customers and minimizing downtime in the event of a disaster. Plus, Steve can rely on expert technical support from the NovaBACKUP team whenever he needs it.

"Another great aspect of working with NovaBACKUP is their support. I have had fast responses to technical questions and emails. Also, the team really knows their product and the industry, which makes the call much more productive. Finally, they are open to take customer feedback and respond to it. That's something I value a lot."



Steve Oldham, Owner
Oldham Consulting



CONCLUSION

Get Started with Managed Backup Services

When you make the move into managed services, you're selling your expertise, not a product. That takes a new way of thinking about your business and a bit of upfront work to get things off the ground. But the long-term gains can be significant, delivering the predictability and stability of recurring revenue and ensuring you get paid for services you might already be providing free of charge.

Best of all, it isn't an all-or-nothing deal. You don't have to uproot your entire business model overnight; you can start small with a handful of customers (or even just one) and grow your managed backup services at your own pace.

So, look for a Backup-as-a-Service vendor that will let you try it out on a small scale without the big upfront costs, and see how you can make backup simpler and more profitable.

Next Steps

To explore how you could grow your business with managed backup services, get in [touch with one of our experts](#).

And in the meantime, find out more about [Backup-as-a-Service from NovaBACKUP](#).

ABOUT NOVABACKUP


For more than a decade, NovaBACKUP has been a trusted provider of flexible, all-inclusive data protection solutions for Managed Service Providers (MSPs) and professional offices worldwide. As industry leaders in Backup and Disaster Recovery, we bring extensive experience in helping specialized industries meet strict data protection goals.


At NovaBACKUP, our primary goal is to simplify and enhance data protection for our clients. More than just powerful backup technology, our team of backup experts is dedicated to providing unparalleled support. We take a people-first approach to backup, understanding that every unique environment requires a personalized approach to data protection.


With NovaBACKUP, our commitment to exceptional support ensures that you have a reliable partner in data protection. Learn more about NovaBACKUP and explore our comprehensive range of data protection solutions by visiting our website at www.novabackup.com.

[Schedule a call](#) with one of our backup experts today!



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