

Why Datto?

THE THREE TENETS OF A DATTO PARTNERSHIP

Datto is not a traditional vendor, let alone a traditional backup and disaster recovery solutions vendor. We knew we'd be different from day one, and with good reason. Even with tremendous growth Datto has the ability to move quickly in all facets of the business—technology, innovation, support, manufacturing and partner relations.



Datto made a commitment early on to be a channel-only vendor. This commitment was made to not simply have customers or clients, but true partners. Only when Datto's partners succeed, does Datto succeed. Datto is focused on helping its partners grow and expand their respective businesses, as easily as possible.

This paper highlights the three main tenets of a Datto Partnership: Trust, Technology, and Support. These tenets differentiate Datto from other BDR vendors, and are a key component why working with Datto helps to make our Partners successful managed service providers and revenue generators.



Trust

Trust is an important first step in any business partnership, and without it no commitment can be made. Trust cannot be purchased with money or marketing, but needs to be earned. Datto earns trust from both reliability of service and commitment to our partners. Reliability of service means only releasing stable and proven products that both protect and ensure confidence. As a backup and disaster recovery provider this is especially true, because we are often the last line in a company's defense against data and systems loss, and downtime. And in turn, this trust must translate from our Partners to their end-users.

Datto's reliability can be seen from both its aggressive service-level agreements (SLAs) to its proven track record of zero cloud data loss and stable product offering. Datto knows that superior reliability is only possible with new, innovative, and proven technology; which is why we continue to invest heavily in technology and product development, and manage our own device manufacturing.

Datto has an unparalleled commitment to its technology that no other vendor in the Channel can match. All of Datto's technology comes with a three-year no questions asked warranty that gives Datto Partners complete trust in the new technologies and products that are released. Datto is the only BDR vendor in the Channel with an aggressive device upgrade program. In addition, Datto offers training, marketing, and sales resources for Partners to both support the product and grow their respective businesses.



Technology

Datto was founded on a hybrid cloud-based backup model, which means backups are saved both locally and in the cloud. Hybrid cloud backup better protects the client as you essentially have three sets of data (Production, Locally, Off-site). The usability side of the equation comes from restores and virtualization. When looking at disasters it is better to classify them in two separate categories.

The first is a local disaster, which means a specific server or workstation goes offline but the network is intact. When a local disaster happens it's best to have the data locally so you can quickly restore or virtualize. The second is a site-wide disaster, like a power outage or natural disaster, which can disable an entire network and business. For a site-wide disaster it's imperative to have data saved in a datacentre outside of the FEMA protection range. Not only do you need to have the data available, but it needs to be able to be spun up quickly, with the ability to have an entire business operation restored in hours, not days or weeks. The hybrid cloud model has a solution for both local and site-wide disasters. Datto's entire product family can manage everything just explained, for all size businesses.



Datto G-Series: Simple. Reliable. Affordable.

Introduced in 2008, Datto G-Series delivers easy to use, off-site synchronized storage. It is software agnostic so you can leverage the Datto Cloud with any backup software. This solution is meant for small businesses and is a great solution for clients who want a range of software solutions.



Datto ALTO: Small Business Data Protection, Redefined.

Enterprise technology meets small business budget in the Datto ALTO. Introduced in April 2013, and already a multi-award winner, Datto ALTO offers the most robust backup solution for small businesses. It comes standard with industry leading Hybrid Virtualization™, which uses proprietary VPN technology to deliver off-site virtualization that has the usability and feel of local virtualization. Adding easy installation and simple management, Datto ALTO is the go-to choice for small business.



Datto SIRIS Lite: Local Backup, Deep Cloud Benefits.

This solution is a perfect fit for clients between Datto ALTO and Datto SIRIS; Datto SIRIS Lite offers scalable storage with a small local footprint so as to not stress the cost of implementation. This product, like Datto ALTO, uses Inverse Chain Technology™ for backup management that significantly reduces backup image size as well as gives user the ability to restore and spin up any backup in the cloud at any time.



Datto SIRIS: The New Standard for Intelligent Business Continuity.

Utilizing the best in both hardware and software, Datto SIRIS is our most robust offering in an efficient and cost effective solution. Backups are stored in a virtual format and verified automatically via Datto's Screenshot Backup Verification. Virtualizations are spun up instantly on both local and offsite formats allowing the user to dramatically reduce, and in some cases eliminate, downtime.

Centralized Management

All Datto solutions work together in one simple and easy to use web-based portal. The Partner Portal is a gateway to management as well as other partner services such as integrations, billing and marketing materials. Cutting management time can save a company thousands of dollars in overhead and hassle. Because we have a robust product family our partners can implement a Datto backup solution at every client and have a single point of management.



Support

Servers know when it is two in the morning and they love to fail at that exact time. Trust us, we know, because we are in the business of servers failing and protecting the user. The good news is that we're up at 2, 3 and 4 AM. You get the picture. Datto has 24/7 emergency, North American based support, and has since we first opened in 2007. We treat our tech support team much like our sales team because they are the life blood of our company. As a channel-only company, we understand that customer satisfaction is critical because if our partners don't have faith in us then they won't be inclined to sell our products. This year Datto won "Best Customer Support" at ASCII L.A. and it was a testament to the continued work we have done to make sure our support scales as quickly as our overall company growth.

"I dread late night calls from clients who don't have Datto."

Tom McIntyre
President, TAG Computer Systems
Ontario, Canada

Conclusion

Datto is unlike any other company in the backup and recovery space. We pride ourselves on it, and it's why many MSPs choose to partner with us. Our partners are treated with respect and given the tools needed to help them be experts in BDR and business continuity, better serve their clients, and grow their business. Datto is confident that our platform and products are the perfect complement to the trust and support we deliver to our partners.

Why Datto? It's as simple as Trust, Technology, and Support.

Learn more at www.dattobackup.ca/why-datto-infocenter or call a Datto Sales Exec at 877.811.0577.

About Datto

Datto Inc. is an award-winning vendor of backup, disaster recovery (BDR) and Intelligent Business Continuity (IBC) solutions, providing best-in-class technology and support to its 5,000+ channel Partners throughout North America and Europe. Datto is the only hybrid-cloud BDR/IBC vendor that provides instant on- and off-site, and screenshot backup verification, achieved through its Inverse Chain Technology™. The Datto product line addresses the specific needs of small to medium-sized businesses (SMBs) and serves a wide range of vertical markets including: healthcare, financial, education, banking, legal, manufacturing, retail, and municipal.