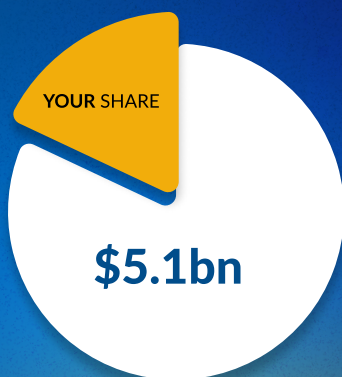# cloudally
NEVER FACE DATA LOSS

HOW TO CHOOSE A
CLOUD BACKUP PARTNER

BEST PRACTICES FOR MANAGED SERVICE PROVIDERS (MSP), CLOUD
SERVICE PROVIDERS (CSP), AND VALUE ADDED RESELLERS

An Objective
Checklist to Select a
Cloud Backup Vendor

Claim Your Share of the $5.1bn Cloud Backup Market

- IMARC

YOUR SHARE

$5.1bn

INTRODUCTION

The cloud backup market is projected to reach $15.1 billion by 2027, growing at a 24.6% CAGR. This rapid expansion presents a major opportunity for MSPs, partners, and resellers.

However, with a crowded market, choosing the right cloud backup vendor, whether native or third-party is crucial. You need a secure, scalable, and cost-effective solution that ensures reliable data protection while delivering profitable MRR.

To help you make an informed decision, here's a checklist of key factors to consider when selecting an MSP-centric SaaS backup provider.

OPTIMAL ROI
REDUCE DOWNTIME COSTS AND INCREASE PROFITABILITY

Check #1

CALCULATE YOUR DOWNTIME

TRY OUR FREE DOWNTIME ROI CALCULATOR

CALCULATE NOW

Downtime is the most damaging aspect of data loss, exceeding $6,000/minute (*Gartner*). Robust backup minimizes downtime by optimizing Recovery Time Objective (RTO), that is the recovery speed, and Recovery Point Objective (RPO) that refers to the tolerable data loss. Ensure business continuity with automated cloud backup and seamless point-in-time/granular recovery.

41%
of organizations faced unexpected downtime every week or month
source: FORRESTER

Companies without backups take **10x** longer to recover
source: IDC

93%
of organizations endure financial losses from downtime
source: Gartner

CHECKLIST: ARE YOUR GETTING OPTIMAL ROI?

☐ How frequently are backups taken, and can they be customized?

☐ Do the backups include sub-services? For example does the Microsoft 365 backup include Microsoft Teams?

☐ Are there additional charges for manual or on-demand backups?

☐ Are there restrictions on how long backup data is retained?

☐ What is the average recovery time (RTO) for different data volumes?

☐ Can data be restored by keyword, file type, owner, or across users/orgs?

☐ Can you restore data from any specific point before an incident? Is there unlimited retention?

☐ Do you have to pay for the backup storage? Can you store the backup on your own servers (BYOS - Bring Your Own Storage)?

☐ Are there hidden costs for storage, restores, or overages?

☐ Is white-label OEM backup supported (where you can leverage your brand identity)?

MRR BOOSTER
BUILD A STEADY, RECURRING REVENUE STREAM

Check #2

INSIGHTS ON SECURITY FROM MSP PRO

RICHARD TUBB

WATCH NOW

An important financial metric if you are a Managed Service Provider is your Monthly Recurring Revenue (MRR). An MRR of ~70% is typically best-in-class and the figure to aim for.

- Richard Tubb,
MSP Mentor, Tubblog.co.uk

A consistent and profitable MRR keeps your business thriving. MSP experts unanimously agree that to maximize MRR, it makes business sense to sell ongoing services as opposed to one-off products. Cloud backup and recovery as a service ensures your customer's data is protected while guaranteeing a bankable MRR.

Check that the backup plans are flexible and scalable to accommodate changing customer needs. Work with a vendor that is committed to helping you achieve your MRR goals.

CHECKLIST: DOES IT HELP GROW YOUR MRR?

☐ Does the vendor offer monthly and annual pricing plans with no long-term commitments?

☐ Are the pricing models flexible and scalable to accommodate customer growth?

☐ Does the vendor provide white-label or co-branded backup solutions?

☐ Are there volume-based discounts or special pricing for large deployments?

☐ Does the vendor offer bundled services for multiple SaaS applications?

☐ Is pre-sales, marketing, and lead-generation support provided?

☐ Are there automated invoicing and billing options to simplify management?

☐ Does the vendor provide a partner portal for tracking customer usage and revenue?

☐ Is Tier-1 human support available for both you and your customers?

☐ How expanded is the ecosystem? Is the API accessible?

EASY TO USE
SIMPLIFIED BACKUP AND CUSTOMER MANAGEMENT

Check #3

EXPERIENCE SEAMLESS M365 BACKUP & RECOVERY

TRY OUR INTERACTIVE PRODUCT TOUR

START TOUR

Zero setup, one-click backup and quick recovery. The customer of today demands a seamless backup experience.

*- Michal-Zmiri Yaniv,
VP of Product, CloudAlly*

You and your customer do not need another tool that takes effort to install, ages to learn, and a dedicated resource to maintain. The ideal backup and recovery solution hits the ground running, works unobtrusively, is low maintenance, and can restore data accurately and quickly. A true safety net for your customer's data.

CHECKLIST: IS IT EASY TO USE?

☐ How much effort is required for setup, installation, and adoption?

☐ Is the backup fully automated, or does it require manual intervention?

☐ Does the vendor offer a user-friendly interface and self-service recovery?

☐ Can backups be managed centrally through a web-based dashboard?

☐ Are there comprehensive knowledge bases, video tutorials, and training resources?

☐ Can customers restore data with one click without IT intervention?

☐ Do you have to maintain any storage or infrastructure of your own for the backup?

☐ See if it fits! Get an in-depth demo and a hands-on trial of the backup solution.

☐ Try out any partner-specific tools that your backup vendor may provide.

☐ Check how easy it is to restore data -the litmus test for a backup solution.

TAILORED FLEXIBILITY
BACKUP ON YOUR TERMS

Check #4

GROW YOUR REVENUE *AND* BRAND

WITH WHITE-LABEL BACKUP

BOOK 1-1 DEMO

All MSPs don't have the muscle to go after customers that don't hold up to their end of the bargain. MSPs don't like being pressured into commitments, so the vendors can meet their sales goals.

You likely support a wide range of customers in terms of industry types, sizes, and software stacks. Make sure that your cloud backup vendor does not tie you down with commitments in terms of customer size, backup storage limits, software requirements, backup storage locations, and/or backup storage types.

CHECKLIST: ARE YOU GETTING BACKUP ON YOUR TERMS?

☐ Can you switch providers easily, or are there restrictive commitments on customer size, storage, or licensing?

☐ Can you store backups in your own storage (BYOS) when needed?

☐ Does the solution allow granular recovery of files, emails, full accounts, or entire organizations?

☐ Can data be restored from any point in time?

☐ Does the solution support hybrid cloud or on-premises integrations?

☐ Can you customize backup retention policies to meet compliance needs?

☐ Can backup data be exported in multiple formats (ZIP, PST, EML, CSV, etc.)?

☐ Does the vendor provide intuitive tools and portals for easy customer backup management?

☐ Read the fine print—how easy will it be to switch if you're not satisfied?

COMPREHENSIVE DATA PROTECTION
BACKUP *ALL* YOUR SAAS DATA ON *ALL* YOUR SAAS PLATFORMS

Check #5

EXPLORE MULTI-SAAS DATA PROTECTION

TRY OUR INTERACTIVE TOUR

START A TOUR

A change made to an Office 365 retention policy for Teams personal chats in the KPMG tenant removed data for 145000 users.

- The Register

The modern workplace often hosts multiple SaaS platforms. You may have clients that use Microsoft 365 for Exchange, SharePoint, and Teams, but Dropbox for cloud storage. Or a customer may want to migrate from Google Workspace to Salesforce and need their data to be backed up on both platforms to secure their migration. Comprehensive, multi-platform support for all the major SaaS platforms is a must for an MSP/reseller with a diverse clientele.

CHECKLIST: DOES IT BACKUP *ALL* YOUR SAAS DATA?

- ☐ How many SaaS platforms are supported by the backup solution?
- ☐ How comprehensive is the SaaS platform backup? For instance, Microsoft 365 backup should be comprehensive enough to also include Mail, Calendar, Contacts, Tasks, Teams, OneDrive, SharePoint, and Public Folders.
- ☐ Does it back up both structured and unstructured data, including metadata and Teams conversations?
- ☐ Can multiple SaaS applications be backed up under a single license to optimize costs?
- ☐ Does the solution enable cross-tenant recovery?
- ☐ Is automated backup scheduling available for all platforms?
- ☐ Can backup data be exported in multiple formats (ZIP, PST, EML, CSV)?

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NEVER FACE DATA LOSS

SECURE AND COMPLIANT
MEET ALL YOUR SECURITY AND REGULATORY REQUIREMENTS

Check #6

CHECK OUR SECURITY CREDS

VIEW DATASHEET

MFA is one simple action you can take to prevent 99.9% of attacks on your accounts.

- Melanie Maynes,
Senior PMM, Microsoft Security

MSP breaches are headlining the news. You definitely do not want your customers to have a cascaded "breach by association" with a compromised backup partner. Thoroughly screen your backup vendor's security credentials.

CHECKLIST: IS IT STRINGENTLY SECURE AND COMPLIANT?

☐ Is the backup solution GDPR and ISO 27001 compliant?

☐ Can they provide a Business Associate Agreement (BAA) to be HIPAA compliant?

☐ Will your data be encrypted both at-rest and in-transit?

☐ Are the backups hosted with a reliable vendor?

☐ Is MFA/2FA supported?

☐ Are OAuth and Okta supported?

☐ Can customers choose regional data centers for compliance with local regulations?

☐ Are backups immutable and resilient against ransomware attacks?

☐ Do they adhere to "no data retention after deletion" and "privacy by design"?

☐ Does the backup solution support role-based access controls (RBAC) and audit logs?

PARTNER-FRIENDLY FEATURES
PARTNER PORTAL, WHITE-LABEL OPTIONS AND CO-BRANDED TOOLS

Check #7

CHECK OUT OUR MSP-TAILORED PARTNER PORTAL

WATCH DEMO

Offering several bundled packages is an important tool in an effective sales strategy.

- Erick Simpson,
MSP business expert

Your cloud backup vendor should be partner-driven. MSPs are tired of juggling multiple platforms and certainly do not have the time to manage each customer's backup separately. Ask about partner-friendly features and tools that they offer.

CHECKLIST: IS IT PARTNER-DRIVEN?

☐ Does the vendor provide a dedicated Partner Portal for managing customer accounts?

☐ Does it provide custom exception notifications?

☐ Does the vendor offer bundled services tailored for MSPs?

☐ Is pre-sales and marketing support included - collateral, co-branded artifacts, and lead nurturing content?

☐ Is deal registration supported whereby you as the partner will be given priority for the lead in question?

☐ Does the vendor offer training and certification programs for MSPs?

☐ Does the vendor offer white-label branding for a fully customizable backup experience?

☐ Does it support centralized billing and easy online payment in your own currency?

☐ Does it support multiple administrators with permission-based controls?

EXCEPTIONAL CUSTOMER SUPPORT
24/7 SUPPORT – BECAUSE DOWNTIME CAN'T WAIT

Check #8

WATCH HOW THE NRLA SECURES ITS DATA WITH CLOUDALLY

WATCH NOW

I've been amazed at the quality of the support I've received. I'm always confident I'll get instant help from CloudAlly when I ask. "

- Alastair Gilchrist,
Chief Technology Officer, NRLA UK

To say that incidents of data loss are extremely stressful is an understatement. You need a cloud backup partner that is committed to being your data protection partner with exceptional post-sale customer support.

CHECKLIST: IS IT STRINGENTLY SECURE AND COMPLIANT?

- ☐ Is Tier-1 support free or charged?
- ☐ Is support available 24/7 across multiple channels (phone, chat, email)?
- ☐ What is the average response and resolution time for support tickets?
- ☐ Does the vendor provide real human support, not just bots or automated replies?
- ☐ Does the vendor offer proactive monitoring and alerting for backup issues?
- ☐ Are there dedicated MSP support channels separate from standard customer support?
- ☐ Is there a self-service support portal with extensive documentation and FAQs?
- ☐ Is there a Training portal with troubleshooting videos?

TRUSTED AND PROVEN
CHOOSE A BACKUP VENDOR WITH A STRONG TRACK RECORD

Check #9

With backup emerging as a lucrative market, there are a dime a dozen new kids on the block. As a reputable MSP, check that your SaaS backup vendor is a well-reputed one with a demonstrable track record and a top-rated suite of backup services. Select a provider with industry recognition, positive reviews, and guaranteed uptime.

CHECKLIST: IS IT TESTED AND PROVEN?

- ☐ How long has the backup vendor been in the industry?
- ☐ Does the vendor have positive ratings on G2, Capterra, and other review platforms?
- ☐ What does the parent company specialize in, and is it financially stable?
- ☐ Does the vendor have case studies or customer testimonials demonstrating success?
- ☐ Does the SLA guarantee 99.9% uptime and data recoverability?

TOP-RATED

TRANSPARENT PRICING
PREDICTABLE SCALABLE PRICING WITH NO HIDDEN COSTS

Check #10

GET YOUR PRICING WITH OUR BACKUP CALCULATOR

CALCULATE NOW

Contact a Partner Specialist

Telephone:

US   + 1 424 304 1959

GB   + 44 208 089 2351

AU   + 61 283 171 165

E-mail:

✉   partners@cloudally.com

🌐   www.cloudally.com

While pricing should not lead your choice, it surely is a critical differentiating factor. Apart from the dollar value, read the fine print behind the pricing.

CHECKLIST: IS THE PRICING TRANSPARENT WITH NO FINE PRINT?

- ☐ Is unlimited storage included, or is pricing based on GB usage?
- ☐ Do you have to make a commitment of X users or Y backup size?
- ☐ Does the vendor offer monthly and annual pricing, so you can test the waters.
- ☐ Do they offer high-volume enterprise pricing?
- ☐ Is there a goodwill discount for nonprofit organizations or educational institutions?
- ☐ Is there a goodwill discount for nonprofit organizations or educational institutions?
- ☐ If you have an existing backup vendor, and you choose to switch, will the transition costs be waived?
- ☐ Confirm that you do not have to pay for any upgrade, additional software licenses, plugins, training, or support.
- ☐ Can customers switch providers without lock-in contracts or transition fees?
- ☐ Are there hidden costs for restores, additional storage, or overages?