



Why Datto?

WHAT DOES TRUST MEAN TO YOU?

Trust is a cornerstone of Datto's relationship with its Partners and the Channel. While delivering the best technology and solution is an integral component of the relationship, trust must be part of the equation. It's important that each Datto Partner have trust in five key areas: Device, Local, Cloud, Support and, of course, the Company they're doing business with. What components of trust do you have with your current BDR vendor? This paper highlights examples of the trust that exists between Datto and its Partners.



When an MSP says, "I dread late night calls from clients who don't have Datto," it's inherent they have complete trust in Datto. The MSP who said that is Tom McIntyre, President of TAG Computer Systems based in Ontario, Canada.

In his business, Tom identifies one of the biggest threats to his clients' data and systems as viruses. Viruses can be nasty, don't come with any warning signals, and have the capacity to wipe out a business' data. In 2010 there were 49 million new strains of malware.¹ With this kind of threat at your door, it's imperative to have trust in your BDR and business continuity vendor.

The other side of the stealth and quiet threat of a virus, is the very real and visible threat of a natural disaster. Superstorm Sandy is an all too recent reminder of how vulnerable the state of our homes, buildings, and business infrastructure can be. It provided a test of trust Datto would have preferred not to take, due to the storm's violent affect on so many people. On the other hand, knowing that many Partners had placed their trust in Datto, Datto welcomed the opportunity to honor that trust. Sandy was not the time to not deliver.



One of Datto's Partners in the heart of Sandy's wrath is Norman Steiner with ACE IT Solutions. With offices and clients in both New Jersey and New York, Norman was right in the thick of it. One of his NYC clients is a hedge fund. Without power and desperately needing access to essential market information contained on one of their servers, and quickly, the hedge fund trusted Norman and his team to get them up and running as soon as possible. That's just what Norman and Datto did.

As Norman said, "It's great to have complete confidence in the solution that we sell and deliver on the promises we make to our clients, despite the challenges we faced ...When you're put under duress [like during Sandy] and everything comes together so well and performs like it's supposed to, it's a great feeling."

Trust doesn't always come automatically; it has to be earned. Datto has many partners that have had their trust compromised by other BDR vendors. It can be an instance of product failure, a product being too difficult to manage, outsourced support that does not deliver, instability of the vendor, or even vendors that end up competing with their Partners. Hopefully you have never experienced any of these.

Stephill Associates, LLC *"Helping You Over The Hills of Technology!"*

Another Datto Partner, David Streit with Stephill Associates in New Jersey, experienced lost trust with another BDR vendor (starts with A, ends with T). However, after experiencing numerous hardware failures, off-site transfers were never up-to-date, and they could never successfully virtualize, David and his team lost faith, and trust, in their previous BDR vendor. They learned about Datto from MSP peers—trusted MSP peers.

David has had the occasion to put Datto to the trust test, when a client's mail server software was hacked. The client happened to be in the middle of their busiest season, and with no mail server, business was on the line. David had the client shut off the physical server, and then he remotely virtualized a snapshot from the night before the hack occurred. It came right up. Trust in action. In David's opinion, "there is no better and no more affordable backup, business continuity, and disaster recovery solution for an SMB than a Datto BDR."

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

Learn more at www.dattobackup.com/why-datto-infocenter or call a Datto Sales Exec at 888-294-6312.

1 AV-Test, a German research institute that tests antivirus products

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 virtualization, 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). The product line is comprised of Datto SIRIS, Datto SIRIS Lite, Datto G Series, and Datto GenISIS. Its solutions serve a wide range of vertical markets including: healthcare, financial, education, banking, legal, manufacturing, retail, and municipal.

Datto partners with the best technology providers in the industry to deliver the most robust and seamless BDR and business continuity solutions available, including: AutoTask, ConnectWise, Kaseya, Level Platforms and StorageCraft.

Founded in 2007 by Austin McChord, Datto is privately held.

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