

datto

5 Ways Business Continuity Plans Improve Profitability





Who is Datto?

- Founded in 2007
- 600+ Employees worldwide
- 9 Offices around the world
- 100% Channel focused
- Inc. 500 2012, 2013, 2014
- 80+ industry awards in 2015

Business Continuity is Our Business

- “Total Data Protection” platform
- 200+ Petabytes of data protected
- 50,000+ devices deployed
- 1.2 million backups per day
- Instantly virtualize your environment







Lower Your Insurance Premiums

Reduce the Cost of Business Risk Capital

Negotiate lower commercial insurance premiums by improving risk practices

- Include your attorney, accountant, MSP and other professional service providers
- Ask for input from your insurance company





2 Leverage Process Engineering

Process Engineering is Part of Business Continuity Planning

- Deconstruct your processes to understand the underlying risks
- Reveal opportunities for cost savings and greater efficiencies!



Spend More Time with Your Clients, Less Time Managing IT

Greater IT efficiencies means...

- Lower labor costs
- Better time management



You Don't Have To Do it Alone

A trusted managed service provider can help you through the exercise

- They know what to look for
- They understand the risks to your business
- They can explain the benefits of a complete BCDR solution






Systems Enable the Business to Scale & Grow

Putting Systems in Place Will Protect Your Business

Even the most skilled pilots need checklists – put your business processes on “auto-pilot”

- Develop systems and processes or “checklists”
- Consistent, reproducible results can reduce risks
- And they enable the business to scale and grow!



Set it Once and Watch it Work!

When you automate backups, you should gain peace of mind

- Set a backup schedule
- Verify backups are taken properly
- Grow your business while keeping it protected no matter where your data lives!






Become a More Competitive Supplier

Leverage Business Continuity Planning to Grow Your Revenues

- Enterprises explicitly consider business continuity measures of vendors
- Governments ask small businesses to self-certify that they are prepared for disasters
- Prepared businesses are more competitive to win contract awards and grow revenues



Protect Your Business, Protect Your Customers

- When you can recover in as little as 6 seconds, customers see dependability
- Onsite, or in the cloud your data is always safe – their data is always safe






Enhance Your Brand in the Community

Support Your Community in its Time of Need

- Make fewer needless demands on first responders and other public resources
- Enable community renewal and rebuilding after disasters
- Position your business as a caring, competitive employer



So What's Next?



5 Ways Business Continuity Plans Improve Profitability

1. Lower your insurance premiums
2. Leverage process engineering
3. Systems enable the business to scale and grow
4. Become a more competitive supplier
5. Enhance your brand in the community



Learn More

- Talk to your managed service provider (MSP)
- Free RTO calculator:
datto.com/rto/
- Check out our e-book:
[4 Business Continuity Planning Essentials](#)

