

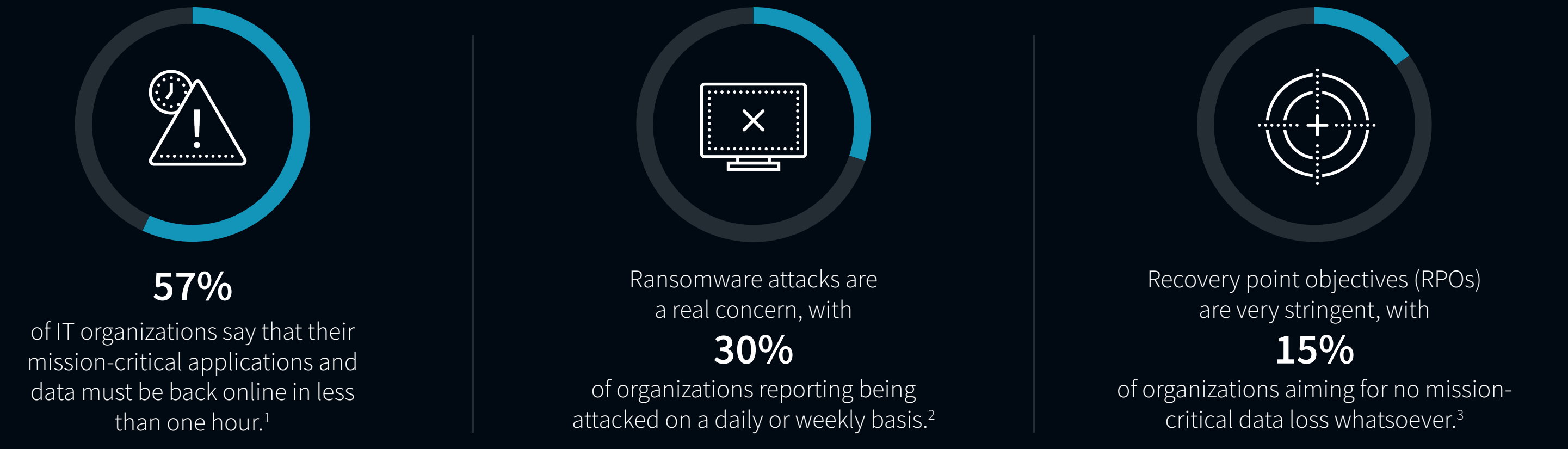
# Changing the Hybrid Cloud Data Protection Game for Managed Service Providers with FalconStor

The IT vendor ecosystem is shifting to deliver more managed services to end users, with cyber resilience and data protection at the top of the priority list. This is happening at a time of heightened business risk and increasingly stringent service level agreements (SLAs) for backup and recovery. Through predictable managed service provider (MSP)-designed pricing—one flat rate per month, per client—FalconStor software-defined technology offerings can help MSPs create and deliver more valuable services to their clients.



## A Complex Market Landscape to Navigate for IT Professionals

Against a backdrop of ransomware and stringent SLAs, organizations must put in place the right solution to protect their data assets.

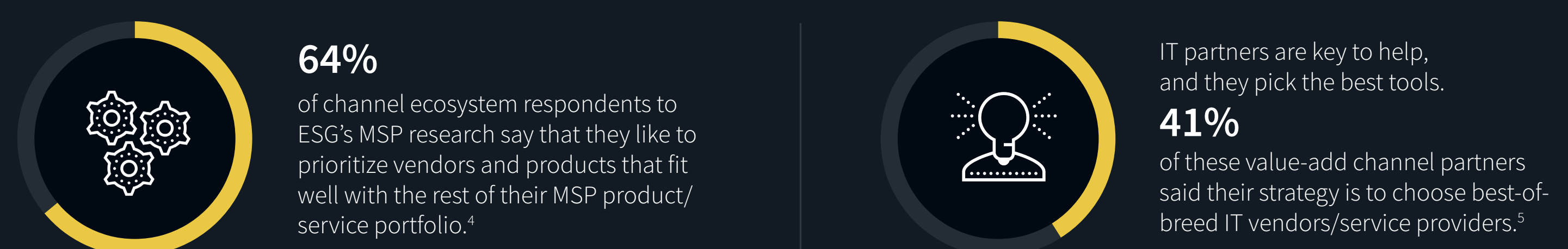


## Top 10 Capabilities Every MSP Needs for Data Protection

Managed IT services are evolving. Data protection is now among the top three areas of strategic importance for IT channel partners. MSPs helping end users fight the data protection battle need a best-of-breed data protection platform. They want to work with technology vendors whose pricing models allow them to both maximize their margins and differentiate their business from the competition.

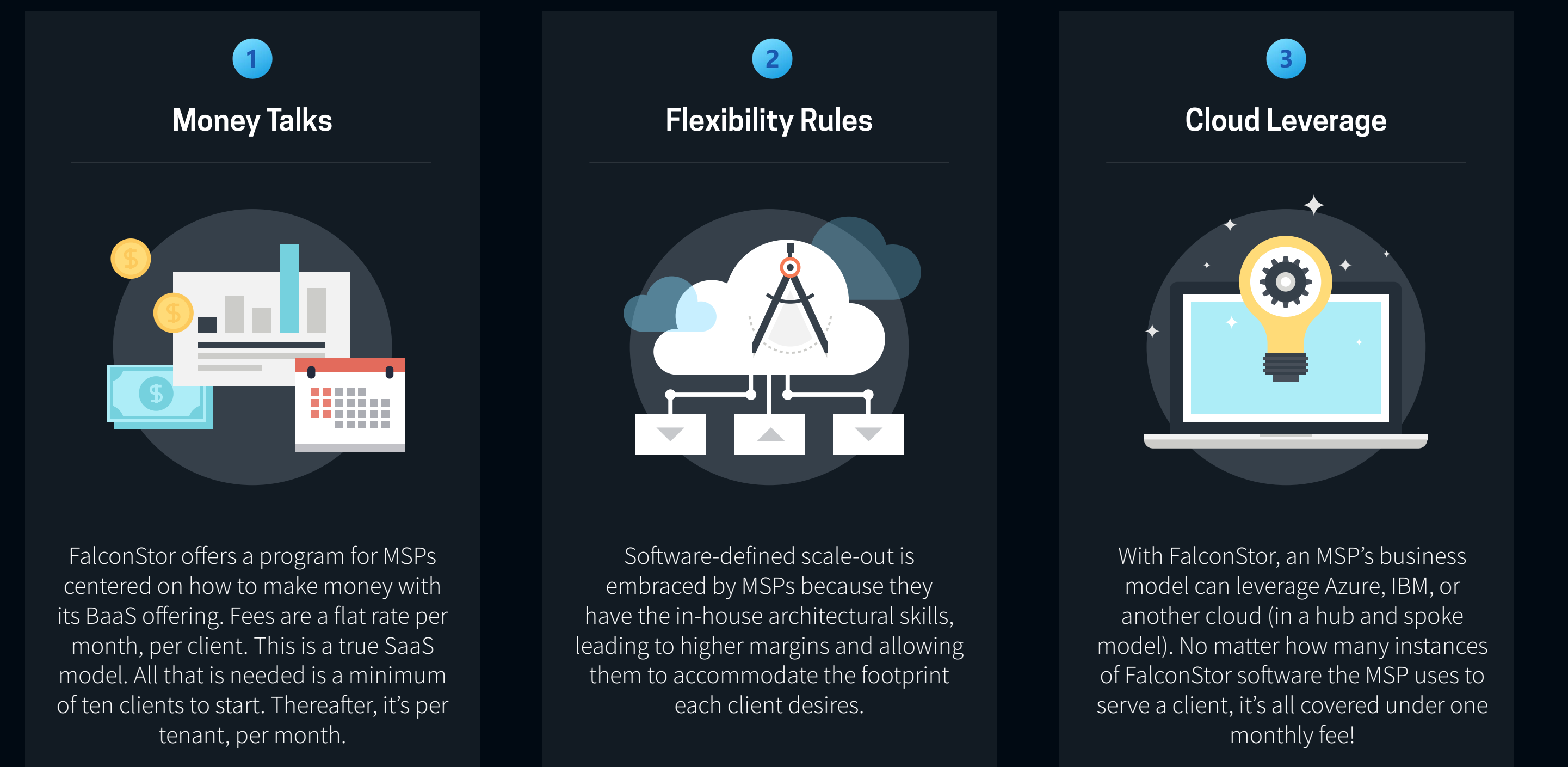


### » THE BEST TOOL FOR THE JOB

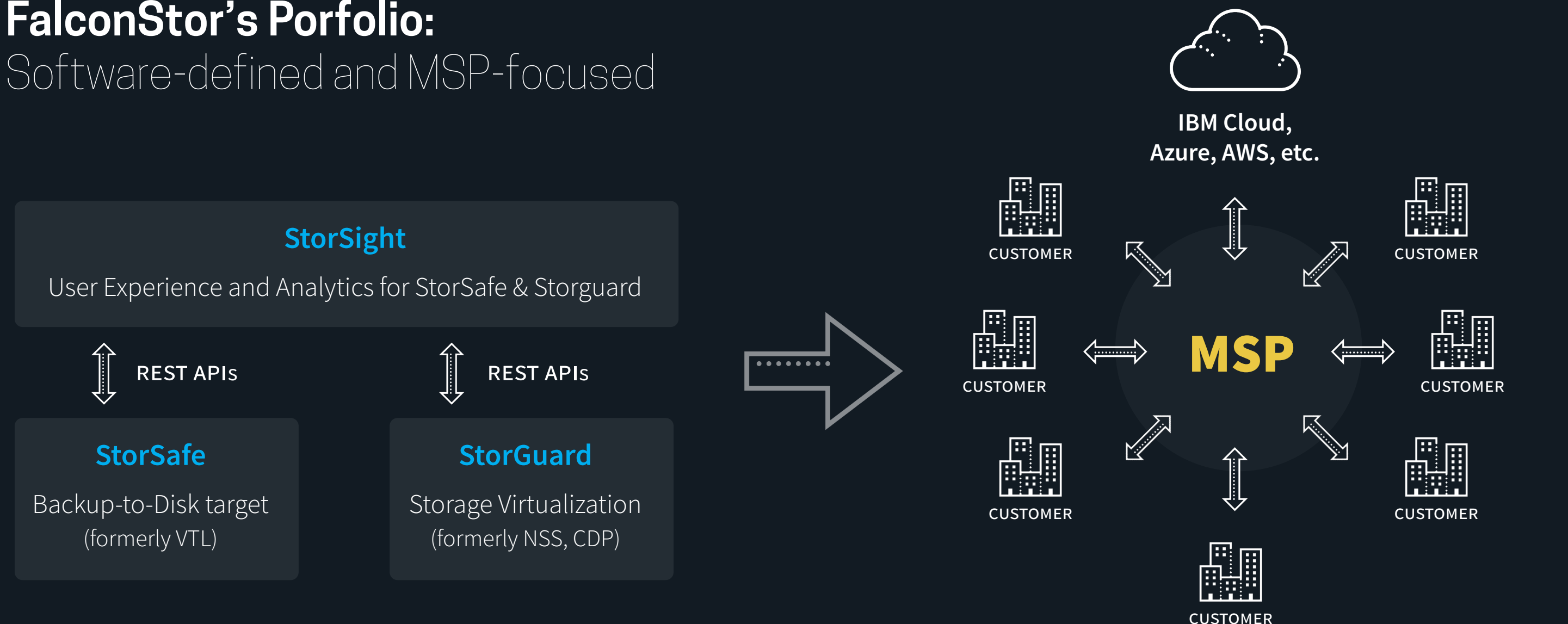


## FalconStor Technology to the Rescue

The FalconStor software products portfolio, made up of StorSafe, StorGuard, and StorSight, collectively embody many of the key traits identified above. The depth and breadth of these solutions provide MSPs with a powerful, software-defined offering that blends advanced data protection with storage efficiency.



## FalconStor's Portfolio: Software-defined and MSP-focused



## The Bigger Truth

FalconStor is delivering a "recipe" for MSPs to create their own BaaS and DRaaS offerings. That recipe centers on hybrid cloud data protection, which is really now the only way to succeed as an MSP, in ESG's analysis. The net result: FalconStor has the enterprise-class capabilities MSPs are looking for. It also has a distinctive strategy for providing a very MSP-friendly platform for enterprise backup, recovery, and archiving at scale.