

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.





a real concern, with **30%**

of organizations reporting being attacked on a daily or weekly basis.²



of organizations aiming for no missioncritical data loss whatsoever.³

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.



WIDE CLOUD DESTINATION SUPPORT

Cloud as the DR destination for BaaS or DRaaS/ cloud migrations, with multi-cloud in mind



DESIGNED WITH SECURITY IN MIND

From access controls to encryption and immutability

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EASY TO MANAGE AT SCALE

Multi-tenancy, single point of control, and reporting



PERFORMANCE-ORIENTED

Performance to deal with the growing amount of data that organizations face



STORAGE-OPTIMIZED

Leveraging tiered storage across disk, tape, and cloud, and efficient deduplication to optimize storage



WIDE PLATFORM SUPPORT

The ability to manage a wide array of platforms and applications



CONTINUOUS DATA PROTECTION

High availability (HA) at the storage and application level to meet stringent RPO and RTO requirements



REPLICATION OPTIONS

Local, in-region, and out of region (sync/async)



TAPE AND VIRTUAL TAPE SUPPORT

Tape is still used by many organizations today and can provide a very favorable economic advantage as part of a tiered storage strategy



EASY TO DO BUSINESS WITH THE VENDOR

Simplified licensing and pricing for operational and economic/margin efficiency



64%

of channel ecosystem respondents to ESG's MSP research say that they like to prioritize vendors and products that fit well with the rest of their MSP product/ service portfolio.⁴



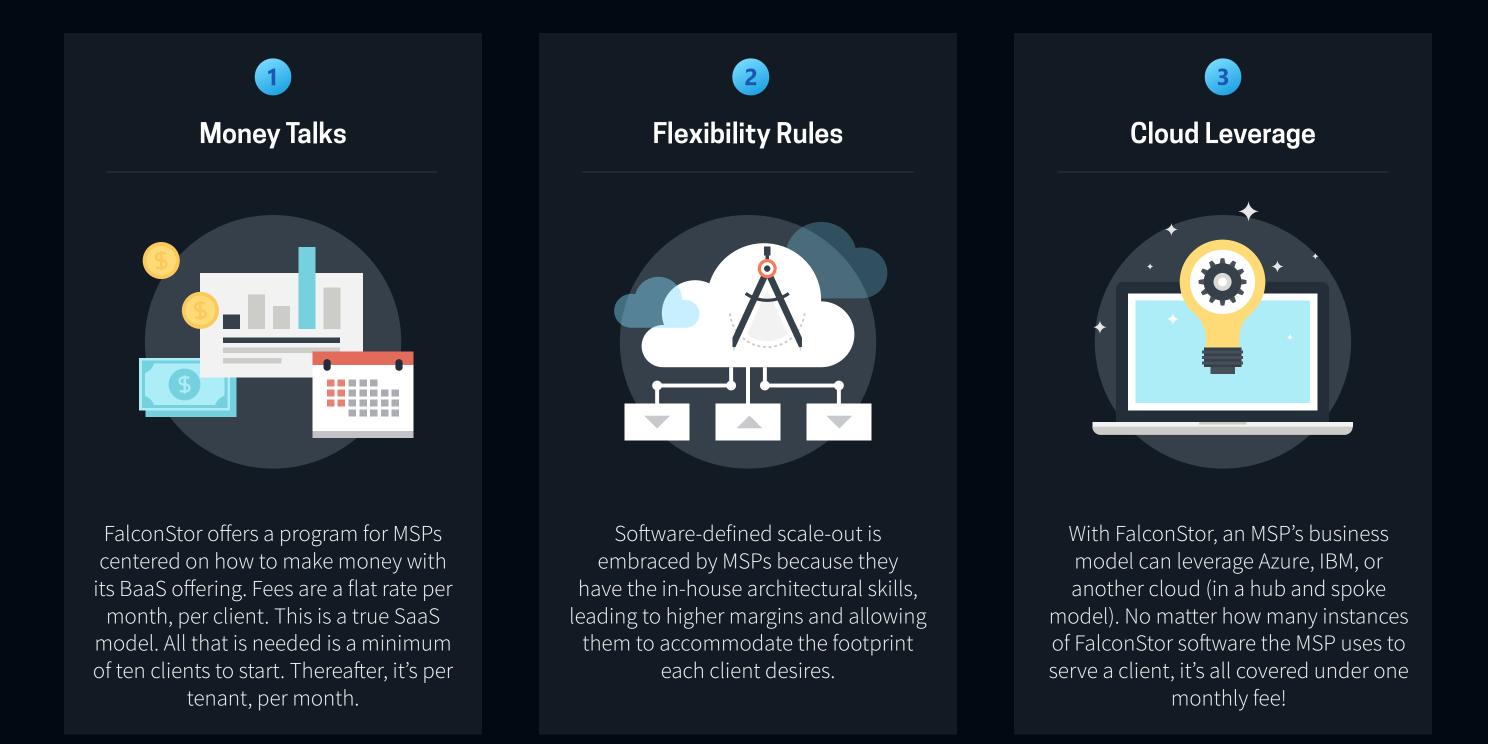
IT partners are key to help, and they pick the best tools.

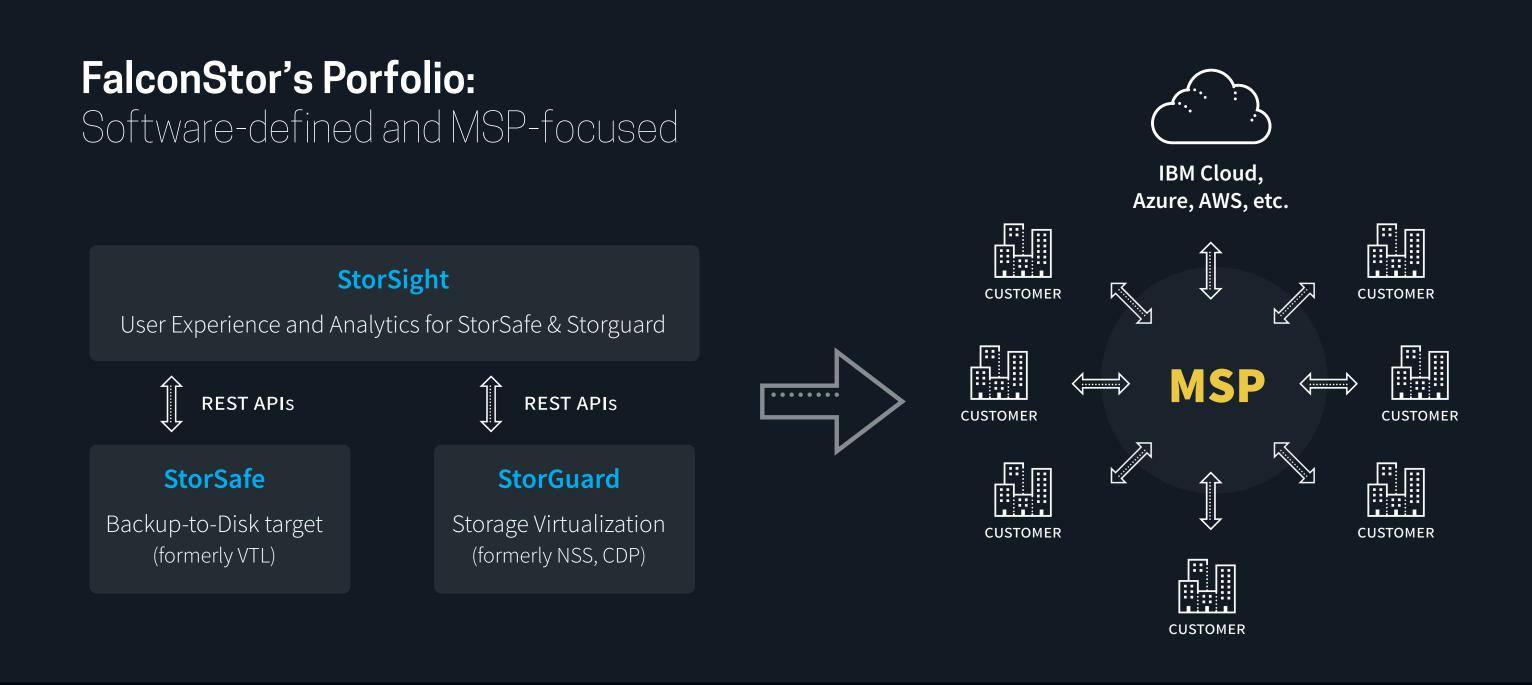
41%

of these value-add channel partners said their strategy is to choose best-ofbreed IT vendors/service providers.⁵

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.





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.

LEARN MORE

FALCONSTOR[®]

Sources:



¹ESG Survey Results, *Real-world SLAs and Availability Requirements*, August 2020. ²ESG Research Report, *The Long Road Ahead to Ransomware Preparedness*, June 2021. ³ESG Survey Results, *Real-world SLAs and Availability Requirements*, August 2020. ⁴ESG Survey Results, *MSP Partner Landscape 2020*, January 2021.

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