

Diversify Your Business with CloudBerry Backup™ Solution

A value proposition to MSPs



CloudBerry Lab
cloud storage tools

www.cloudberrylab.com

Introduction

With cloud storage becoming more affordable, organizations of various sizes are exploring new ways to meet their increased storage demands and streamline operations. The steady decline in fees has made cloud storage a viable alternative to traditional on-premise storage systems. Amazon Web Services charges as low as 9.5 US¢ per gigabyte for its S3 high-availability storage, in conjunction with an unprecedented “one cent per gig” option for low-priority Glacier access, making these price points a compelling case to consider offloading part of storage consumption to the cloud. The field of data backup, due to its inherently large volumes and reliance on high-capacity media has been one of the major beneficiaries of augmented storage resources enabled by the cloud. Yet many small firms and their Managed Service Providers (MSP) either skimp data backup altogether, or do not recognize or exploit its full potential.

Benefits of Cloud Storage

Cloud-based storage possesses several advantages compared to conventional on-site storage:

- **Universal availability**
data is available anywhere in the world; transmission and retrieval requires only high-speed Internet access
- **No need for IT technician on the payroll/sophisticated infrastructure**
moving objects to the cloud and pulling them back from it is done effortlessly and doesn't require special knowledge. This eliminates the need to deploy or maintain complex storage infrastructure or employ a dedicated IT worker
- **High endurance**
upon entering the cloud, the data is propagated to several distinct locations to increase storage redundancy. This ensures its safety throughout any stage of the backup operation
- **Cost-effectiveness**
low storage prices, the absence of consumed traffic surcharges open new perspectives to adopters
- **Balanced workloads**
achieved by replacing or complementing local disk, tape or NAS storage with cloud-based technologies

Backup As a Way to Expand Your Portfolio

The typical role of an MSP entails providing technical assistance on a variety of issues, ranging from hardware purchases and maintenance to software deployment, networking, web hosting, security and other related tasks. The one key component missing from this list is backup, which brings additional value to your existing services through:

- 1 A new source of income attained by incorporating a new service
- 2 A more complete and consistent set of offerings –the backup capability fills the vacant slot that was requested or desired by the customers, enabling MSPs to retain current and attract new subscribers
- 3 Boosted confidence – customer data is protected against loss or corruption and can be recovered when necessary – this will make your customers happy and enhance their loyalty

Managed Backup to Assert Your Expertise

The paradigm of managed backup whereby all backup tasks are performed in a centralized fashion by an experienced party instead of unsophisticated end-users brings further value to the table:

→ Universal availability

Because the MSP controls the execution of backup jobs from start to finish, defining which elements to back up, there is substantially lesser incidence of error. Delegated responsibility also yields shorter recovery window (RTO) and more immediate RPO (Recovery Point Objective).

→ Less congestion and clutter

The MSP designates the most efficient time intervals for backup activity, achieving traffic optimization and balancing equipment workloads. Only the required items are transmitted to the cloud, eliminating duplicate, overlapping or superfluous file traversals.

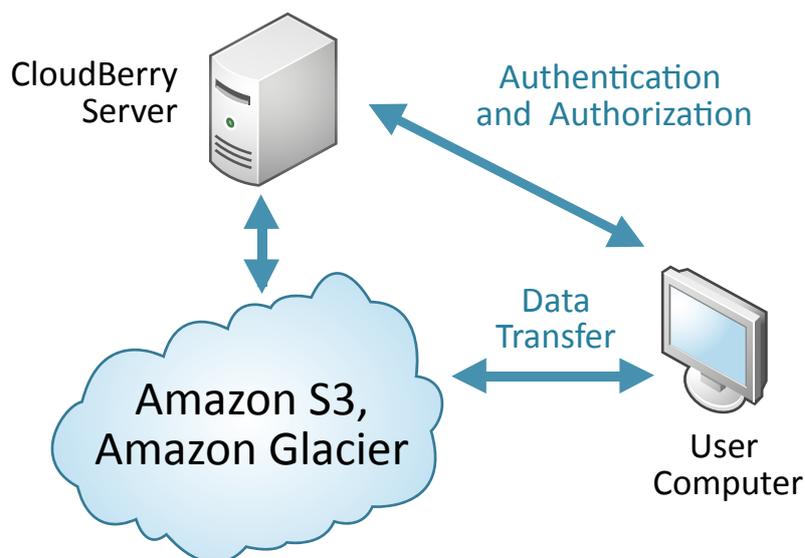
→ Intangibles

- Positive feedback and “my provider cares for me” attitude enhance loyalty and generate more leads
- Relieving the end users of the hassle to single-handedly manage backup routines increases satisfaction and helps “spread the word”

The CloudBerry Managed Backup Impact

CloudBerry Managed Backup Service is a robust and efficient solution designed to simplify cloud access and enable MSPs to provide remote backup capabilities to their clients. Once deployed, the service lets MSPs perform regular or ad-hoc backups of their local content; as well as remotely assist their customers in identifying the right items to back up, transmitting the backup contents to the cloud and retrieving them from it in special cases with the subsequent restoration capability. The service connects to the existing Amazon S3 account and delivers hassle-free, automated protection of valuable data from a single management console.

Data confidentiality is enforced through the mechanism of transparent exchange whereby the MSP has no access to the actual data residing on external sources – it merely initiates the process and oversees its completion, while the actual link being established directly between the end user's computer and the cloud repository.



By embracing the service, the MSPs can combine the remote storage capabilities with in-house provisioning to achieve a higher degree of redundancy and optimize utilization of local storage assets. Highlights of the service include:

- ✓ **Optional encryption**

Cloud-bound data can be encrypted with the latest impervious algorithms to preclude unauthorized viewing or eavesdropping

✓ Backup destination differentiation

You can opt to back up your important data internally to a local disk or NAS, or utilize the cloud repository for less-critical, archival purposes that involve large file sizes. By combining these two approaches, you can optimize workloads and enhance redundancy protection by duplicating valuable data to the cloud

✓ User segmentation and backup size restriction

You can specify several user groups and apply special quota policies that stipulate the amount of data that users are allowed to store on the cloud

✓ Backup validation

In addition to starting backup jobs, MSPs can track their status to ensure backups complete successfully. For failed or interrupted backups, a proactive alert will be triggered that contains the detailed log of the problem, facilitating its prompt resolution

This is a group report automatically generated for you by CloudBerry Lab Managed Backup Service. The report contains last run status for backup plans on all your customers computers.

- - Plan finished with errors, move mouse over to see the error message
- - Plan overdue.

Please note: some plans might not be longer exist so they will be shown as overdue in this report. You can remove these plans from the report manually using your [MBS Control panel](#), [Monitoring tab](#), pressing Remove button.

The table below contains the last run status for all backup plans from all computers:

Company User Computer	Backup plan	Product version	Storage quota Space used	Last start	Duration	Next run	Overdue	Files copied	Files Failed	Data copied	Status
ACME David Smith David-PC	ACME default plan	3.2.0.38	15 GB 0 bytes	12/22/2012 6:00:00 PM	5 minute(s)	12/29/2012 6:00:00 PM		100	0	476.84 MB	Success
ACME David Smith David-PC	local backup	3.2.0.38	15 GB 0 bytes	12/28/2012 6:00:00 PM	3 minute(s)	12/29/2012 6:00:00 PM		55	0	95.37 MB	Success
■ ACME Eric Taylor Eric-PC	ACME default plan	3.2.0.38	15 GB 0 bytes	12/15/2012 6:00:00 PM	7 minute(s)	12/22/2012 6:00:00 PM	7 day(s)	98	1	476.84 MB	Failed

✓ Incremental backup and file upload resumption

Only the modified portion of the file will be dispatched to the cloud, cutting down on traffic usage. Interrupted file uploads will resume from where they were left off upon the restoration of Internet access

✓ Ease of management

End-users can track their backup usage through clean and concise Web interface. Cloud storage appears as a mounted disk in Windows Explorer to simplify cloud interaction

✓ Brand-themed interface & APIs

Available upon request, the CloudBerry Lab team can integrate your logo or custom graphics onto the solution to amplify brand awareness. We also provide APIs to incorporate CloudBerry Backup functionality into your existing software lineup



Pricing

License fee:

\$249 for a 10 license pack (minimum purchase amount). Rebranding option is free for customers with purchases of over 20 licenses

Recurring and maintenance costs:

License subscription renewal requirement – once per year

Storage costs for 3rd party services: Glacier storage - \$0.01 per GB/month; S3 Storage - \$0.95 GB/month

Savings and Incentives in Numbers

Revenue assessment varies based on the type of storage selected and the applicable pricing policy. Projected costs, revenues and margins can be calculated using the ROI Calculator located in MBS Control Panel at

<https://mbs.cloudberrylab.com/Admin/Calculator.aspx>.

Typical implementation scenarios and the estimated revenue breakdown:

- 1 In case **Amazon S3** is selected as a preferred cloud storage:
 - Sell Cloud Backup with a 20 GB storage limit for \$9.99/month and you will earn \$7.02 per user per month, netting \$84.21 per user annually
 - a 20 users will yield earnings of \$140.34 per month and \$1684.13 annually
 - b 100 users will bring in \$701.72 monthly and \$8420.64 per annum

- 2 Example: **Amazon Glacier** is selected as a preferred cloud storage

Sell Cloud Backup with a 20 GB storage limit for \$9.99/month and you will earn \$7.86 per user per month or \$94.34 per user annually.

Getting Started

These simple steps will secure the deployment of CloudBerry Managed Backup services:

- 1 Sign up for the service free of charge
- 2 Create a trial user account that includes 2GB of free cloud storage
- 3 Run cloud backup software on the user's machine
- 4 Remotely manage backups through MBS Control Panel

Summary

Cloud storage is becoming more cost-efficient and offers new opportunities to manage large volumes of data belonging to individual and SMB users. Organizations can adopt remote storage approach to shift part of their regular backup tasks to the cloud in order to attain increased redundancy and lower strain on the existing storage infrastructure that consists of tape, disk and NAS devices. CloudBerry offers simple, flexible, and yet powerful solution to help MSPs remotely manage cloud backup/restore sessions for their customers. Sign up for a [free trial](#) now to enjoy an unlimited access to the Control Panel with the unlimited number of trial licenses.

Contacts

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