THE PATH TO HYBRID BACKUP

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ABSTRACT

How to determine if hybrid backup is right for your customers

While the business landscape continues to evolve, the amount of data companies need to back up and store heavily increases. Just a few years ago, companies performed data backup using magnetic tape drives. If this method were still widely used, small businesses would need to budget for shelves or even libraries to store all of the data that exists today.

To combat the unnecessary costs and physical footprint of outdated backup methods, IT providers are migrating their business customers to cloud backup in droves. Business owners understand that their data is extremely valuable. Losing access to it for even a short time can negatively impact their company, or even put them out of business.

Successful IT providers ensure their customers have continuous access to data and have plans in place for how to restore their data in case of an interruption or data disaster. Some businesses back up their data locally using either a disk or server, and others leverage cloud backup. Today, more and more IT providers are taking advantage of the enhanced data protection that a hybrid solution provides. By combining the quick recovery of local storage with the security of cloud backup, businesses get the best of both worlds.

How to determine if hybrid backup is right for your customers

You've got a wide range of customers that come to you for IT guidance and advice. Here are a few questions that can help you identify which of your customers—and prospects—can benefit from hybrid backup.

What is the business backing up?

Does your customer need backup solutions for a single office or for distributed locations and personnel? While larger companies may have the IT personnel and budgets for a large, centralized data center, smaller businesses are more apt to select a backup-as-a-service solution with automatic protection. By recommending a hybrid solution to these smaller businesses, you can ensure that their data is protected both locally and in the cloud, saving them costly downtime with faster recovery.

How much data is being backed up?

Is your customer in an industry that involves extensive data sets? While companies that deal heavily in personal or transactional data often back up to large-capacity servers in a centralized data center, small businesses may be better off with a pay-as-you-go service. This enables them to pay only for the cloud storage space they use and then have the ability to expand their subscription based on their growing data needs. Coupled with a local storage, this model is ideal for small business customers and prospects.

Do they buy or rent equipment?

An organization's IT capabilities and budget will go a long way toward determining whether it purchases a backup solution that requires investments in hardware, software licenses and IT personnel, or if it selects a backup service provider. Since they pay for the service in the same way they do a utility, many small businesses today are choosing backup service providers, like you, to minimize upfront investments, maintenance and other costs associated with managing onsite infrastructure.

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Offsite-only backup or hybrid model?

After answering the questions above, you can help your customers and prospects decide whether they want a local data backup solution that can be used for quick recovery of data, an offsite data backup solution that centralizes data and protects it from potential hazards, or a hybrid backup solution that provides a blend of the two. A hybrid backup solution offers local data backup capability for quick recoveries and lowers downtime, while cloud backup provides additional protection if the local infrastructure is compromised and local backups become unavailable. In most cases, the hybrid model is the way to go. Unless budget determines otherwise, it's worth the investment.

After taking stock of a customer's backup needs, you're likely to recommend both local and online data backup. Combining fast, local backup with cloud storage in a hybrid solution enables businesses to protect and recover their critical data simply and efficiently while leveraging the added reliability of the cloud.

Start offering cloud and hybrid services

When it comes to cloud and hybrid data backup, Carbonite has a suite of business-grade solutions that are easy to manage, easy to access, and affordable for customers.

To start providing Carbonite solutions to your customers, join the Carbonite Partner Program today.

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