



MSP

# The HubStor MSP program



Start your journey with HubStor MSP

## Expand and simplify with backup and archive as a service

As a managed service provider (MSP), providing reliable IT services requires a backup and archive strategy that protects your business while meeting the challenges of your customers.

HubStor MSP is a program that makes the HubStor cloud data platform available to MSP partners that wish to grow their recurring-revenue business with backup and archive as a service.



## What problems can MSPs solve with HubStor MSP?

### Backup as a service

Protect SaaS, PaaS, VM, and file server workloads on a single unified backup platform. HubStor includes backup for Microsoft 365 and Teams, Box, Slack, Azure Blob and File Storage, AWS S3, Google Drive, VMware, and Hyper-V.

### Archive as a service

Help your customers meet legal and compliance requirements with email journaling, application retirement, file archiving, immutable storage, discovery, search, and legal holds.

### Recurring revenue

Grow your business by projecting a multi-tenant HubStor environment to your customer base, hosted in your CSP subscription, and enjoy both recurring revenues and a competitive edge.

## Why HubStor MSP?

HubStor's direct and VAR go-to-market channels focus on medium and large organizations where the scalability, performance, and compliance requirements necessitate a single-tenant architecture of the HubStor platform. However, customers in the SMB market do not need that level of dedicated horsepower (nor the cost), but they still have similar backup and archiving challenges, and need what HubStor provides.

To meet the demand that we see from SMB prospects, and the MSP community that serves them, HubStor is pleased to roll out HubStor MSP, a program allowing our partners to offer HubStor at a price point attractive to SMB customers through a self-hosted, multi-tenant HubStor deployment that helps you grow your business.

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## Core Benefits of HubStor MSP

**Enhance your offerings, expand your revenues.**

**1**

Attract new customers and provide existing customers a reliable backup and archiving solution for their apps and data, giving you new recurring revenue streams.

**Host in your CSP subscription.**

**2**

Drive Azure consumption in your CSP subscription while enjoying partner pricing on your fully-managed HubStor environment (yes, we deliver HubStor as SaaS to you).

**Qualify for startup credits.**

**3**

Qualify to receive up to \$3,000 in HubStor credits to help simplify the startup of your go to market.

**Scale limitlessly.**

**4**

Enroll as many customers as you'd like onto your HubStor tenant. As you add more customers to the platform, you achieve better economies of scale, giving you better and better margins.

**Enjoy referrals from HubStor.**

**5**

By becoming an MSP Partner, you are eligible to receive inbound leads from HubStor from SMB companies looking for a backup and archiving solution.

**Get support and training.**

**6**

Focus on growing your business while HubStor manages, monitors, and maintains the platform infrastructure and software.

**Leverage HubStor Co-sell.**

**7**

Take advantage of HubStor sales enablement tools and leverage our technologists to assist with customer discussions and product demonstrations.

## How HubStor MSP works is simple

Get your own dedicated HubStor platform, which can be shared by all your customers. Enjoy a fully-managed SaaS solution that you project out to the market as a multi-tenant offering hosted in your CSP subscription! How cool is that?

HubStor's advanced identity and security provide logical segregation of your customers. Each customer can only see and interact with their own data as you'd expect, and you as the MSP can support your customers as needed.

HubStor MSP follows HubStor's normal consumption-based, pay-as-you-grow pricing model you know and love. Unlike the other guys, there's no per-user fees or upfront commitments. We use your Azure CSP billing costs and apply our volume-discounted margin on top, it's as easy as that! In addition to enjoying margin from Azure CSP, we give you a partner margin discount off of HubStor every month, for as long as your tenant is active.

## The HubStor promise

- ✓ No licensing fees
- ✓ Pay-as-you-go
- ✓ No hardware
- ✓ No setup fees
- ✓ Includes onboarding and support
- ✓ No term commitments
- ✓ Cancel anytime with no fees or lock-in

## The difference between a HubStor referral, VAR, and MSP partner



### Referral

As a Referral Partner you introduce HubStor to opportunities, we sign the customer directly, and you enjoy a trailing partner margin that we remit to you for an initial term.



### VAR

As a VAR Partner, you introduce HubStor to opportunities, we sign the customer directly, you have the option of billing the customer yourself or relying on HubStor for this, and you enjoy a trailing partner margin for a period.



### MSP

As an MSP Partner, we have a direct relationship with you only (as opposed to with your customers). We set you up with your own HubStor platform in your CSP subscription and bill you month-to-month based on usage while giving you a partner margin discount. From there you have the freedom and flexibility to pursue your own customers and charge them however you'd like to grow your business.

## The no-hassle way to start your journey with HubStor MSP



### Getting started as a HubStor MSP is incredibly easy

The best place to start is by having a short discussion with a member of our team to see if you qualify for start-up credits. Naturally, you may have a few questions about our platform and pricing and this will give you the opportunity to learn more. It also gives us a chance to better understand your business which will determine how we can best collaborate to service your customers.

[Learn more](#)



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