

Creating New Services to Grow Your MSP Business

Quest®

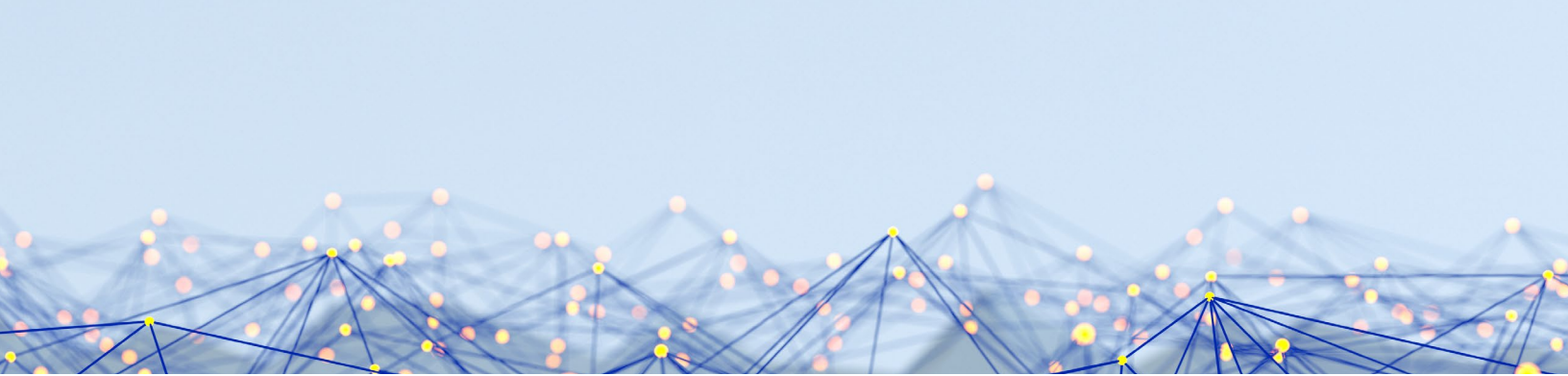
Expand your offerings using solutions from Quest®



Expected to expand at a compound annual growth rate (CAGR) of 31.3%, the market size for data protection as a service (DPaaS) will reach \$104B by 2027¹. Fueling this growth is the rapid migration of on-premises workloads and storage to the cloud, and the general adoption of “as a service” offerings that shift capital expenses to operational ones. At the same time, compliance with data privacy regulations and the ever-present threat of ransomware attacks have made engaging data protection service providers more compelling.

Managed service providers (MSPs) that are unable to pursue data protection offerings will be missing the opportunity to diversify their services and grow their businesses. At Quest®, we empower our MSP partners with solutions that help you offer the services your clients need for data protection – such as backup and disaster recovery, data retention, data center management and cloud migration planning.

Learn more about Quest technologies and our MSP program <https://www.quest.com/data-protection-msp/>



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SERVICES YOU CAN BUILD WITH QUEST SOLUTIONS

Products like QoreStor®, NetVault®, Rapid Recovery and Foglight® Evolve by Quest, are cost-effective ways to create new services and grow the business.

BACKUP AS A SERVICE (BAAS)

Today's complex and hybrid environments pose a challenge to overburdened IT teams when it comes to performing thorough and accurate backups. For organizations with terabytes of data to store, it can be a costly and complicated process. Many IT leaders have chosen to outsource backup operations for this reason. Managed service providers have the resources needed to help clients avoid a data loss incident or recover quickly in the event one occurs.

For MSPs considering new or expanded BaaS offerings, Quest offers two data protection solutions: NetVault and Rapid Recovery. NetVault is used by MSPs to protect clients with large, complex IT environments. It supports the broadest range of applications, databases, virtualization platforms and cloud service providers. NetVault provides the perfect platform for a Microsoft 365 backup service offering. It's also tightly integrated with QoreStor, a software-defined deduplication, replication and cloud connected secondary storage solution.

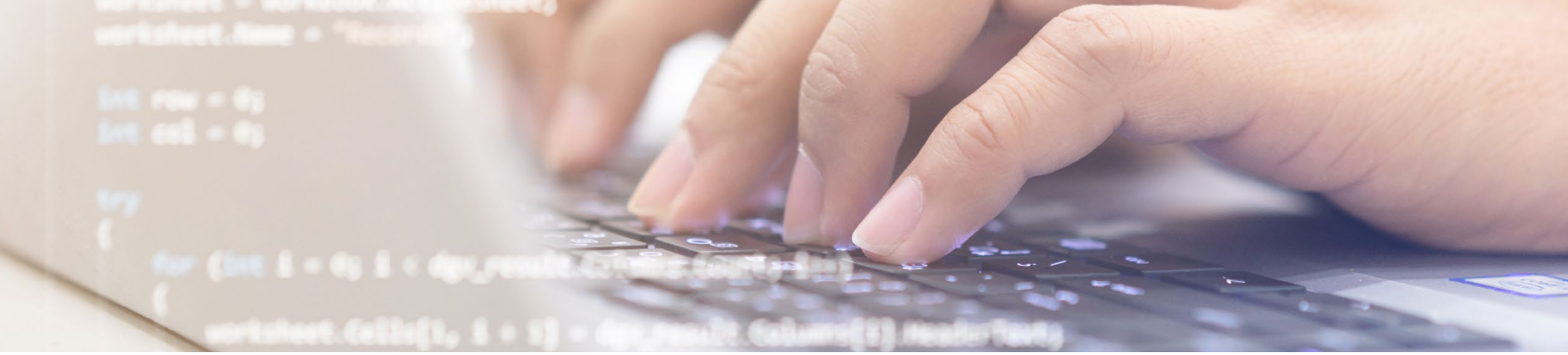
For MSPs with small and medium sized clients who have less complex IT environments, Rapid Recovery provides simple, snapshot-based backup for Microsoft Exchange, SQL and SharePoint—whether deployed on physical, virtual or cloud resources. It provides nearly instant recovery with no impact to the work environment and includes built-in replication for disaster recovery and data deduplication to reduce storage costs.

DISASTER RECOVERY (DR) AS A SERVICE (DRAAS)

According to a study conducted by the University of Texas, 94% of companies suffering from a catastrophic data loss do not survive – 43% never reopen and 51% close within two years. In addition to man-made and natural disasters, the increased frequency and reach of cyber attacks make it necessary for your clients to prepare for and mitigate business disruptions. For a strong DR strategy, your clients should have a second copy of their backups stored offsite. Maintaining a second copy offline ensures that if the primary backup gets damaged or corrupted – or in the case of a physical disaster is not even available – they have another copy to use for data recovery. Even cyber attacks like ransomware can't access this protected data. This market need presents an opportunity for MSPs to build out a disaster recovery as a service (DRaaS) offering.

With QoreStor in your data center, MSPs can build a potent DRaaS offering. QoreStor's powerful deduplication, compression and replication technology works with virtually all major backup solutions so you can use it with your clients' current solution and build your DR service using your preferred backup software. As a software solution and not a hardware appliance, QoreStor supports all popular virtualization platforms, can be used with all major cloud service providers, and allows you to use your choice of storage devices.

QoreStor's superior replication capability allows you to replicate faster and safer—whether it's from your clients' data center to your own, or from their location or your site to a public cloud like AWS and Azure. Since DR-based data will rarely be accessed, you can even use low-cost, cloud-based object storage like AWS/



S3 and Azure Blob, as well as very inexpensive “cold storage” like AWS Glacier and Azure Cold Storage to slash your storage costs.

Using QoreStor source-side deduplication prior to replication will not only accelerate backup performance and reduce the data transmitted during replication and storage, it will speed replication by 10 times or more. This means lower networking and storage costs—in your data center and in the cloud—so you can either lower your service fees and be more competitive, or increase your bottom line for profitability. And QoreStor’s secure connect feature means that even if your replication is interrupted due to a network issue, it will automatically pause and then continue once the connection is restored. This is extremely important for replicating over unreliable networks between sites or to the cloud. Plus, QoreStor offers data encryption to ensure your clients’ data in the cloud is secure and protected.

DATA RETENTION/ ARCHIVING SERVICES

Data retention and archiving are more than just storing files for a specified period of time. Driven by detailed regulations, these activities are part of a broader records management strategy that covers the lifecycle of organizational content. Most organizations face long-term data retention requirements for a range of record types, such as employee files, financial statements, contracts, emails and more. Each type of record may be subject to different requirements for how long it is retained, how it should be stored and how it should be destroyed. Once archived, files also need to be discovered and easily retrieved if needed for an audit or litigation.

In 2020, Statista² found 94 percent of the small sized organizations and 81% of the mid-sized and large organizations surveyed worldwide claimed that they had used the cloud for data storage or backup.

For clients with data archive and retention needs, QoreStor helps you build an archiving service—whether the data is stored in your data center or in a public cloud. When used with your backup software, QoreStor offers cloud tiering that allows you to keep backup data on-premises (whether that’s at your clients’ sites or in your data center) for fast access and recovery, and then move older data to the cloud for long-term retention.

QoreStor can be used in clouds like AWS, Azure and Google. QoreStor’s data deduplication slashes storage requirements and costs and makes transmitting archived data faster and safer. MSPs can use QoreStor to offer clients data retention strategies that balance retrieval and storage costs while ensuring appropriate levels of security. QoreStor automates retention policies and can also use object storage for increased efficiency when storing large files in any cloud tier.

DATA CENTER MANAGEMENT AND MONITORING SERVICES (ITSM)

Keeping IT resources up and available is critical for any size organization, so IT organizations spend a lot of time monitoring and managing their data center resources. But with limited staff and limited knowledge, many seek ways to outsource this critical responsibility. This market need gives MSPs the opportunity to offer IT Service Management (ITSM).

Foglight Evolve is the perfect platform on which to build your ITSM service offering. It simplifies monitoring of IT systems performance, availability and maintenance across hybrid cloud environments.

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Data protection, archiving and cloud migration services present a significant opportunity for MSPs to expand their service offerings and increase their value as trusted partners to clients.

Within a single console you get a complete visualization of your clients' physical and virtual servers, applications and data storage along with tools for proactive management of system health and performance. This visibility into every part of your clients' technology stack lets you identify bottlenecks, predict capacity issues, check for best practices and identify abnormal resource behaviors.

Foglight Evolve allows you to discover and redistribute existing computing power and resources to improve your clients' infrastructure performance and add value. You can automatically balance workloads across hosts and clusters, create and decommission VMs and remove waste with a few easy clicks. Historical trend analysis and change modeling let you know the impact of infrastructure changes before you make them, and accurately determine the IT resources needed now and in the future. Understanding the capacity of your clients' hybrid environments is critical to proper resource allocation and cost control.

CLOUD MIGRATION PLANNING SERVICES

Many IT organizations are experiencing a skills gap when it comes to migrating workloads and storage to the cloud, so they turn to cloud migration consultants for help. Many organizations have tried moving their VMs up to the cloud but found that their cloud infrastructure was under-utilized or worse, over-utilized. Many also discovered that their cloud costs were far higher than expected so after all that hard work, many workloads were brought back to the data center.

The drive toward cloud is another opportunity for MSPs with cloud migration expertise, but offering the best solution

requires understanding all aspects of your clients' needs, recommending the right combination of resources and predicting how much it will cost. No one wants an unpleasant surprise when the bill comes due. MSPs need a comprehensive cloud planning tool to help them deliver all this value.

Foglight Evolve provides a complete cloud migration planning tool for MSPs. It enables you to first benchmark a client's existing system performance and then optimize their infrastructure, a critical step before migration. It makes no sense to migrate workload environments that are over- or under-provisioned. Then, Foglight Evolve's cost modeling tools help you determine the actual cloud costs for that optimized environment and compare them across various public cloud offerings before actually migrating the workloads.

With Foglight Evolve, MSPs can provide clients with a comprehensive cloud migration plan that includes: pre-migration system optimization, cloud resource options that balance cost and performance, and all associated future cloud costs. You can offer clients complete cloud migration services that adhere to best practices and help clients stay within their budgets.

IN CONCLUSION

Data protection, archiving and cloud migration services present a significant opportunity for MSPs to expand their service offerings and increase their value as trusted partners to clients. With the right set of tools, MSPs can grow their businesses and reduce operational costs while positioning their clients for success. Quest products like NetVault, Rapid Recovery, QoreStor and Foglight Evolve provide the capabilities MSPs need to accomplish their growth objectives.

¹ <https://www.grandviewresearch.com/industry-analysis/data-protection-as-a-service-market>

² <https://www.statista.com/statistics/1114063/worldwide-share-cloud-usage-for-data-storage-and-backup-by-size/>

ABOUT QUEST

Quest creates software solutions that make the benefits of new technology real in an increasingly complex IT landscape. From database and systems management, to Active Directory and Office 365 management, and cyber security resilience, Quest helps customers solve their next IT challenge now. Around the globe, more than 130,000 companies and 95% of the Fortune 500 count on Quest to deliver proactive management and monitoring for the next enterprise initiative, find the next solution for complex Microsoft challenges and stay ahead of the next threat. Quest Software. Where next meets now.

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