

## Nominee: Datto

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### Nomination title: Datto's 'Total Data Protection' Platform

Datto's impact on the market and its customers:

Datto is recognised for providing innovative data protection and business continuity (BC) solutions to over 50,000 SME companies—protecting over five million business end-users—delivered via its rapidly expanding partner base of 5,000+ Managed Service Providers (MSPs) worldwide.

Datto was founded in 2007 by Austin McChord to disrupt the stale tape-based backup sector and provide SMEs with enterprise-grade solutions that were previously only available and affordable to large corporates.

Today, Datto provides products and services for backup, BC, and disaster recovery (DR), with its EMEA office opening in 2011. Its Total Data Protection platform is centred around an “anytime, anywhere, any device” approach.

Key distinguishing features of Total Data Protection:

Datto operates a 100% channel business model through Authorised IT Solutions Providers and Managed Service Providers (MSPs) to distribute its products. This go-to-market strategy ensures SMEs only receive the best service.

Datto's Total Data Protection provides a number of features and benefits to meet SME requirements:

- SMEs want to minimise, and ideally eliminate, downtime, which costs on average £7k an hour. Datto can provide instant virtualisation, restoring data in as little as six seconds
- SMEs require enterprise-level up-time, but without the price tag. Large upfront capital expenditure can be a barrier to entry. Datto is available through flexible billing
- Around 50% of SMEs lack in-house IT teams, so they require external IT support (like MSPs) to manage DR for them. Datto is built for MSP's ease of use.

**Differentiators between Total Data Protection and solutions offered by competitors:**

**Datto's Total Data Protection platform is underpinned by a number of proprietary technologies that differ from other solutions on the market.**

**Advanced storage: With Datto, businesses can backup as frequently as every five minutes, and recover from any backup within minutes. Competitors usually only offer daily or hourly backups, which can result in high data loss.**

**Hybrid cloud: On-prem servers are protected on Datto appliances and mirrored automatically to the Datto Cloud, improving fault tolerance while reducing the reliance on bandwidth speed. Alternatives that are cloud-only increases time and latency; while appliance-only backup is at risk from physical risks, like fire.**

**Bare metal restore capability: Datto makes it easier to replace a failed server because like-for-like isn't a necessity; a bootable USB plugs into and images replacement hardware. Images and drivers are pulled in as needed to make this a fast restore process, and get the systems back up and running on new hardware fast. With competing solutions, settings & permissions are usually lost, while sourcing an exact replacement server can be costly and time consuming.**

**Instant virtualisation: Allows backups of on-premise servers to be virtualised and started either locally on the Datto appliance, or remotely in Datto's secure Cloud, in seconds. This means users can get back to 'Business as Usual' whilst repairs are made. Competing solutions without instant virtualisation aren't a true high-availability DR-as-a-Service(DRaaS) solution.**

**Supportive quotes that demonstrate the value of Total Data Protection to Datto's customers and partners:**

**Preim is a leading residential property management company based in Peterborough, Cambridgeshire. It manages 12,000 homes on 160 estates across England and Wales. Preim has no internal IT department. Although Preim had traditional backups, downtime would be costly and negatively affect its reputation. As a result, it invested in a DRaaS service –based on Datto's 'Total Data Protection' Platform—from a local Managed Service Provider, Complete I.T.**

After the install, Complete I.T. worked with Datto to perform a full Disaster Recovery (DR) test during which Preim successfully recovered all its data from six servers in just hours, rather than days. “It works, it gives us freedom to do our jobs without worrying,” said Neil Oakey, Preim’s Director. “That’s all I want from my IT.”

Mandarin Stone, an importer and stockist of stone, porcelain and ceramic tiles, wanted to eliminate any unnecessary downtime from its business. The company has an annual turnover of over £20 million, and stores over 3TB of data. The company calculates that a day of downtime costs it around £100k.

In 2014, its main server failed, resulting in downtime that left the business out of action for two days while a replacement server was found. After this incident, Mandarin Stone invested in a Datto-backed DRaaS service from local MSP, Module IT.

In 2016, the servers failed again. This time, Mandarin Stone called Module IT immediately, which virtualised Mandarin Stone’s entire server from the cloud. Mandarin Stone was back to ‘Business as Usual’ in just a couple of hours. The business worked off the virtual server “without any noticeable difference” for ten days whilst the replacement server was configured. “Datto was invaluable,” said Alana Preece, Mandarin Stone’s Financial Director, “and the device paid for itself in that one incident. Module IT handled it all, and it was so easy, we couldn’t even tell it had happened. The investment was worth it.”

## **Why nominee should win**

Datto’s Total Data Protection platform enables businesses to minimise downtime by backing up as frequently as every five minutes, and supports any required recovery from those backups within a similar timeframe.

With Datto’s solutions in place, SMEs can defend against the risk of physical and cyber threats to their data by:

- Achieving instant virtualisation, restoring data in as little as six seconds
- Reducing large upfront costs for their data backup through flexible billing
- Avoid the need for specialist in-house support for data backups

