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DATTO CONTINUITY NOW AVAILABLE FOR MICROSOFT AZURE

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THE BOTTOM LINE

In September 2021, Datto announced that its Business Continuity and Disaster Recovery (BCDR) solution, Datto Continuity, was now available for Microsoft Azure. This BCDR solution protects Managed Service Provider's (MSPs) cloud-based client and company data residing in Azure against cyber-attacks, security breaches, and downtime or outages. This decision reflects the growing number of small and medium-sized businesses making the transition to cloud-based services, especially Azure, and the corresponding demand for MSPs to deliver reliable business solutions. The implementation of Datto Continuity for Azure will provide MSPs with data backup, recovery, and security via multi-could backup capabilities and data replication. The practice of storing data on both primary and secondary clouds, paired with Datto's Inverse Chain Technology, will minimize downtime and offer significant improvements in data security and continuity.

OVERVIEW

As cloud computing becomes more accessible, an increasing percentage of small to medium-sized businesses have begun to seek cloud-based solutions to transport their existing business applications and user data to a cloud. One solution, Microsoft Azure, delivers a comprehensive suite of business applications and services designed to facilitate a seamless migration of existing ad-hoc company infrastructure to a public cloud.

On September 14th, Datto announced that Datto Continuity, its industry-leading Business Continuity, and Disaster Recovery (BCDR) solution, is now available for Microsoft Azure. Datto Continuity for Microsoft Azure performs complete hourly data backups by regularly copying the data hosted on the existing Azure cloud and republishing it to a separate Datto cloud. Datto Continuity is designed to fulfill the increasing demand for additional data security and recovery capabilities by offering a cloud-based alternative to traditional data storage. The availability of Datto Continuity will grant Managed Service Providers the ability to offer enhanced data protection for clients in the event of outages, security breaches, or server downtime, all at a predictable monthly cost.

BENEFITS FOR AZURE CUSTOMERS

Microsoft Azure is one cloud-based solution equipped with services to build, deploy, and manage company applications. However, Microsoft's Shared Responsibility Model does not provide reliable and secure backup capabilities for user data hosted on Azure. Significant data loss is typically catastrophic for a business, and traditional manual backups is an inefficient and time-consuming process and can leave businesses susceptible to lengthy downtimes or potential failures during data restoration. Datto Continuity for Microsoft Azure will significantly reduce these risks while simultaneously enabling businesses to focus on furthering their development.

IMPROVED DATA SECURITY AND CONTINUITY

Datto Continuity reduces the risk of data loss and significant downtime by performing more frequent and automated backups. Datto Continuity also features multi-cloud backup capabilities that replicate information stored on the Azure cloud to the Datto cloud on an hourly basis. This alleviates the risks associated with single cloud storage, giving users the flexibility to restore data from either the Datto or Azure cloud. Further, Datto's unique product architecture separates in a different Azure tenant, the backup copies from the primary infrastructure itself, and secures them with independent credentials. This arrangement, combined with the Datto cloud, provides two additional layers of defense

against ransomware or malicious deletion that is not immediately available from first-party or third-party market alternatives. Datto Continuity also includes Inverse Chain Technology that further minimizes data recovery times, ensuring downtime is reduced to minutes or even seconds. It is imperative that growing businesses actively implement precautions to avoid downtime. Downtime can contribute to data loss, failed service level agreements, an overall loss in productivity, and potentially very expensive. In previous research, Nucleus found that downtime for servers and applications costs enterprise organizations $5,519 per minute on average (Nucleus Research u25 – Cutting through the noise in cloud IaaS – February 2020).

MORE ACCURATE TOTAL COST OF OWNERSHIP FORECASTING

One obstacle that can deter some businesses from adopting a BCDR solution is the complex nature of determining the monthly cost. By outsourcing a data security and recovery solution, a business can mitigate the unknown expenses associated with developing and maintaining an internal solution. Since Datto Continuity for Microsoft Azure utilizes a flat-rate and predictable pricing model with no egress fees, monthly costs are more predictable, and concrete margins can be established. As a result, businesses can confidently forecast monthly expenditures and determine a more accurate Total Cost of Ownership for their BCDR needs.

SIMPLIFIED BCDR DEPLOYMENT

Managing multiple data storage operations while incorporating new cloud technologies can put a strain on a business. Datto Continuity for Microsoft Azure was created with MSPs in mind, providing a simplified data backup and recovery process accessible from a single dashboard. A quick deployment, featuring an easy 3-click onboarding process and unlimited access to the Datto support team, promotes a cost-effective, efficient, and user-friendly adoption of the new BCDR solution. Compared with manual backups/disaster recovery precautions, Datto's push-button offering looks positioned to deliver substantial IT time savings and accelerate customers' disaster recovery initiatives.

WHAT'S NEXT

As the number of employees working remotely continues to rise, companies have an increased incentive to host their applications and business infrastructure on public clouds. Similarly, businesses now recognize the importance of protecting the data they store on public clouds due to the risks associated with single cloud storage. Many have trusted Azure's cloud-based solutions and are now seeking additional data backup and recovery

capabilities that are not yet available within the Azure suite. Datto Continuity for Microsoft Azure will fulfill this need by combining Azure's existing and industry-leading cloud solutions with the added security and recovery capabilities that Datto has built a reputation .