



**DISK-BASED BACKUP  
AND  
DISASTER RECOVERY  
  
AS A  
MANAGED SERVICE**

**Table of Contents**

Executive Summary..... 3  
Disk-based backup and Disaster Recovery..... 3  
Data Protection as a Managed Service..... 3  
How It Works..... 3  
Programme Benefits..... 5  
How to Join..... 6

## Executive Summary

Businesses today have become brutally aware for the need of rapid backup and disaster recovery. No matter what their size – whether small SMBs, medium-size companies or large enterprises, most businesses know that they need to restore their critical systems and data rapidly, in a matter of minutes, in order to minimize the impact of lost productivity. Disk-based disaster recovery addresses these concerns and enables businesses to recover from a catastrophic failure in minutes, rather than days.

For managed service providers (MSPs) who are in the business of protecting their customers' critical systems and data, including a backup and disaster recovery software in their overall security solution is a must. But the costs of licensing such software can be prohibitive. MSPs with small business clients have concerns that clients may or may not be in business in a few months' time. For other MSPs, they may have clients whose needs can change drastically in a year. These scenarios make up-front payment of full software licenses unreasonable for MSPs.

The solution is a scalable plan that allows customers a way to purchase a managed solution without prepayment issues of traditional software licenses. This solution includes special tiered licensing plan specifically tailored for MSPs, which provides software licensing on a month-to-month basis.

## Disk-based backup and Disaster Recovery

Disk-based backup and disaster recovery allows for rapid recovery of systems and data through disk imaging technology. StorageCraft ShadowProtect™ allows administrators to create real-time images of the systems and data in an enterprise throughout the day. There is no noticeable performance impact on systems, even when images (backups) are taken every 15 minutes, eliminating backup windows for most organizations.



Because ShadowProtect stores backup images to disk media, restoring images is extremely rapid when compared to recovery from tape. With tape, you must find the proper tape media, load it, catalogue it and then restore the needed file, folder or server volume. ShadowProtect image files, on the other hand, can be restored in minutes. Each ShadowProtect image file is compressed, password protected, encrypted and encapsulated. It can be a full image, differential image - with only the changes from the last full image, or a high-speed incremental image.

## Data Protection as a Managed Service

The StorageCraft Managed Service Provider (MSP) Partner Programme gives MSPs, Value-Added Resellers (VARs) and other resellers the opportunity to sell Disk-based backup and Disaster Recovery as a service.


Rather than offering traditional software licenses, the StorageCraft MSP Partner Programme allows MSPs to offer their customers a low start-up cost for acquiring StorageCraft ShadowProtect disk-based backup and disaster recovery. Instead of paying the entire price for software licenses and maintenance up front, the customer can purchase data protection on a monthly subscription basis.

## How It Works

Once MSPs join the StorageCraft MSP Partner Programme, StorageCraft bills the MSP each month for the total number of license activations used in that particular month. If a customer discontinues using a license, the MSP may relocate the license to another location – or drop the license altogether. The MSP is not charged for more licenses than their customers are using.

**Minimum fee:** To qualify for the MSP programme a minimum uptake of the license is required which equals € 150, or £ 135 in value per month. The MSP's can mix and match the product to reach their minimum fee.

The MSP is billed for the total number of activations used under its serial number, accounting only for ShadowProtect Server Edition, ShadowProtect Desktop Edition and SMS-Small Business Server licenses *used during the month*. In the example below, the MSP is licensing 100 ShadowProtect Desktop Edition software licenses, 10 ShadowProtect Server Edition licenses and 5 ShadowProtect SBS Edition licenses (see figure 1).



## Monthly MSP Report

DATE: 24.02.2009

StorageCraft Europe  
10, champ Colin  
1260 Nyon  
**CH**  
Phone: +41 22 994 85 49  
Fax: +41 22 994 89 42

MSP ID	
MSP Name:	
Address:	
Zip Code	
City	
Country	

**Directions**  
- Enter Quantity Currently Deployed. Price will be Calculated Automatically -

Quantity Deployed	DESCRIPTION	Monthly PPU	Total Monthly Fee
100	ShadowProtect Desktop Edition	€ 1.50	€ 150.00
10	ShadowProtect Server Edition	€ 20.00	€ 200.00
5	ShadowProtect Small Business Server Edition	€ 18.00	€ 90.00
			SUBTOTAL
			TAX RATE
			SALES TAX
			TOTAL

Figure 1 (example of monthly bill)

This method of licensing represents a significant saving on start-up costs for purchasing disk-based backup and disaster recovery for end-users as the significant initial investment is replaced by a low monthly fee.

This represents a significant reduction in the start-up costs for customers participating in the StorageCraft MSP Partner Programme.

Within the StorageCraft MSP Partner Programme, volume pricing also applies to the entire number of StorageCraft ShadowProtect licenses an MSP purchases on behalf of its customers. MSPs will realize savings on each additional license they purchase, regardless of how many licenses an individual customer uses. So when an additional license is purchased, the total cost of all licenses drops.

In the graph below, you will note that the cost per unit drops with each additional license purchased.

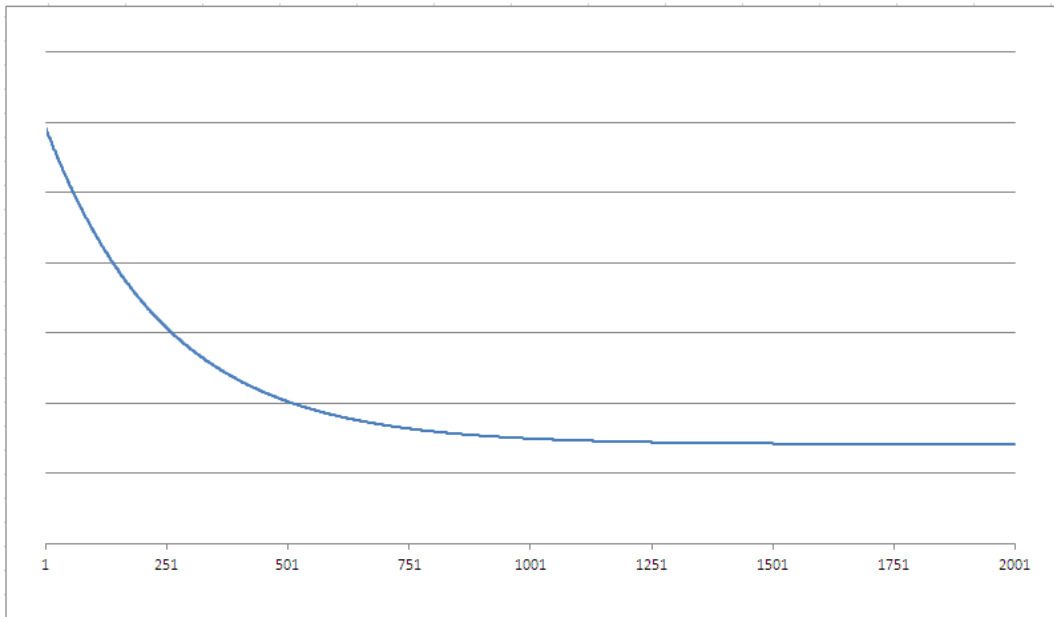


Figure 2 (graphical description of price evaluation)

This gives MSPs the flexibility of offering customers disk-based backup and disaster recovery protection and service at any time. If a customer drops the service, the customer's software licenses can be relocated to another location, or discontinued altogether. MSPs are never charged for more licenses than they are using.

### Programme Benefits

The StorageCraft MSP Partner Programme saves initial start-up costs by charging monthly subscription rates for ShadowProtect Server Edition, ShadowProtect Desktop Edition and SBS-Small Business Server licenses. This means MSPs are able to predict backup and disaster recovery service costs for customers, no matter how long a customer remains a customer. In addition, licenses are portable. So if a customer decides to change the servers or desktops which are protected, the licenses can be moved. If the customer drops the service, it can be moved to another customer, or dropped altogether. The licenses for ShadowProtect Server Edition and ShadowProtect Desktop Edition belong to the MSP.

Volume discounts apply for each additional license purchased. So the cost of 100 licenses for ShadowProtect Server Edition is less than the cost of 99 licenses. Each additional license increases the price breaks available to MSPs. Ultimately, the StorageCraft MSP Partner Programme provides low cost and low risk for MSPs and their customers.

## How to Join

To join the StorageCraft MSP Partner Programme please register at the following website:

[https://stc.storagecraft.eu/STC\\_PartnerProgramm/en/index.html](https://stc.storagecraft.eu/STC_PartnerProgramm/en/index.html)

Once registered you will receive further details and documents related to the MSP Partner Programme.

For more information, visit: [www.storagecraft.co.uk](http://www.storagecraft.co.uk)

E-mail questions to [info@storagecraft.eu](mailto:info@storagecraft.eu) or call StorageCraft UK +44 (0)20 7036 96 70 or your local country partner.

StorageCraft Technology Corporation – Leading the Way to Safer Computing

© 2009 StorageCraft Technology Corporation. All Rights Reserved.

This brochure is for informational purposes only. STORAGECRAFT MAKES NO WARRANTIES, EXPRESSED OR IMPLIED, IN THIS SUMMARY.

StorageCraft, ShadowProtect, ShadowProtect Server Edition, ShadowProtect Desktop Edition and ShadowProtect logos are trademarks of StorageCraft Technology Corporation. Other product and company names mentioned herein are or may be the trademarks of their respective owners.