

The background of the entire page is a blue-tinted photograph of a desk. On the desk, there are several books stacked in a messy pile. To the right, a portion of a computer keyboard is visible, showing keys like 'Enter' and 'shift'. A small USB drive is also lying on the desk surface. The overall aesthetic is clean and professional, with a focus on digital and physical data storage.

THE COMPLETE GUIDE TO **Online Backup**

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There are two aspects to keep in mind when it comes to backup services.

First, in today's era of data-driven business, every company collects an impressive amount of digital data daily.

While some of this data is reused instantly for forecast, reporting or other needs, a lot of it may never be used again. However, it still needs to be available.

" Between 2010-2020, annual data production around the world will have increased by 4,300 percent. "

Source: IDC Digital Universe study, 2009

Second, cyber threats are exploding, putting businesses in a constant state of alert.

Cyber threats of all sorts are increasing the risk of data loss for every business.

" A company is hit with ransomware every 40 seconds. "

Source: Kaspersky Security Bulletin, 2016

Business risk management enforces the **need for saving data** to respond to different objectives:

- Recover from service failure in the shortest possible time
- Comply with industry standards
- Prepare for a potential audit

Both backup and archiving features can be provided by a single **data protection solution**.

Data backup provides businesses with a quick ability to recover. With a backup solution, the IT team gets a trusted platform to store copies of computer data and restore it in case of deletion, corruption or destruction.

Data archiving responds to compliance and audit needs. An archiving solution allows the IT team to provide a reliable and pristine copy of past data.

"83% of high-growth MSPs offer backup and disaster recovery services.

High-growth MSPs consistently offer each of the four types of backup (cloud to cloud, onsite to onsite, cloud to onsite, and onsite to cloud) at a higher rate than their lower growth peers. "

Source: Global MSP Pricing Survey 2016, Kasey

On-Premises vs. Cloud Backup:

How They Differ

BACKUP SERVICE, THE ON-PREMISES WAY

Managed service providers or corporate IT departments have been used to **backup solutions that include the following software and hardware components:**

- Software licenses
- Tape libraries or drives
- Media (cartridges)

This model implies the contracts are managed with different vendors for warranty, licensing and assistance for all components. **It requires an initial investment and high upgrade costs.**

Projects to put on-premises backup in place can last for months. On-premises backup is less flexible and not easily scalable to follow a business's needs.

Also, since the most critical part of a backup solution is recovery, **restore operations can take longer** because they require human interaction. Tapes have to be collected, then inserted in a drive to be read, one at a time.





BACKUP SERVICE, THE CLOUD WAY

Everything has changed since the cloud model entered the data protection market. Backup as a Service (also known as Disaster Recovery as a Service) is provided from the cloud through an internet or virtual private network connection.

Expense Control

The cloud removes the need for any upfront and upgrade expenses. Because cloud services are billed monthly and per consumption, the client pays only for the volume used. Depending on the provider's plan, the volume could refer to the amount of storage or the number of assets used (such as mailboxes).

With cloud services, users and partners don't have to be up-to-date on proprietary technology that constantly evolves. This means **lower expenses for training.**

Simplicity

To start a backup, users and partners only need to access a web-based dashboard, create and schedule backup jobs, download agents and install them on computers. The hardware and back-end configuration is done in the provider's datacenters.

Quicker Recovery

Recovery time objectives get better with cloud backup, because there's no media involved in the process. Restore operations can only be affected by network connectivity issues. Also, there's **more flexibility** in terms of recovery strategy because the backup can be easily restored to a different infrastructure.

Why Offer Online Backup Services?

ONLINE BACKUP IS A PROMISING MARKET

Once customers trust a provider to back up their critical business data, they're more likely to stick with them. If you don't offer online backup and your clients start doing business with a competitor, chances are high they'll transfer their other services to the same competitor.

Offering cloud backup service not only helps increase retention, but also opens up opportunities for customer acquisition and upsell with additional revenue.



BUSINESSES ARE READY TO SHIFT TO CLOUD BACKUP

When asked why they wanted to move away from on-premises backup solutions, IT managers mentioned the following:

- Complex pricing
- Difficulty to follow the infrastructure growth
- Constant pressure from vendors to upgrade

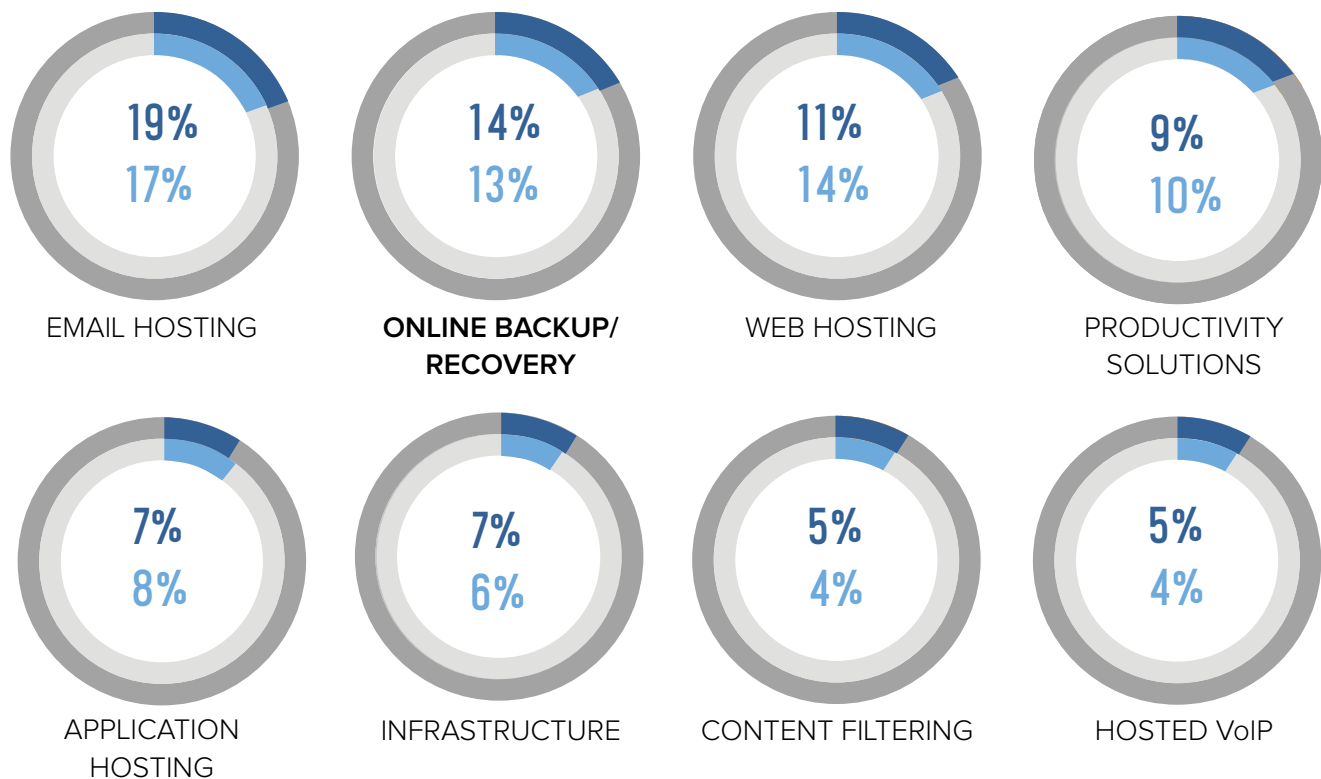
In its 2017 State of the IT Report, SpiceWorks reveals that companies have reserved up to 14% of their budget to purchase managed services for storage, backup, and archiving.

57% of IT managers don't plan to renew their existing on-premises backup licenses.

Source: Arcserve Data Protection Survey 2015

Top Hosted/Cloud-Based Investments on Average by Year

Percentage of Hosted/Cloud-Based Budget

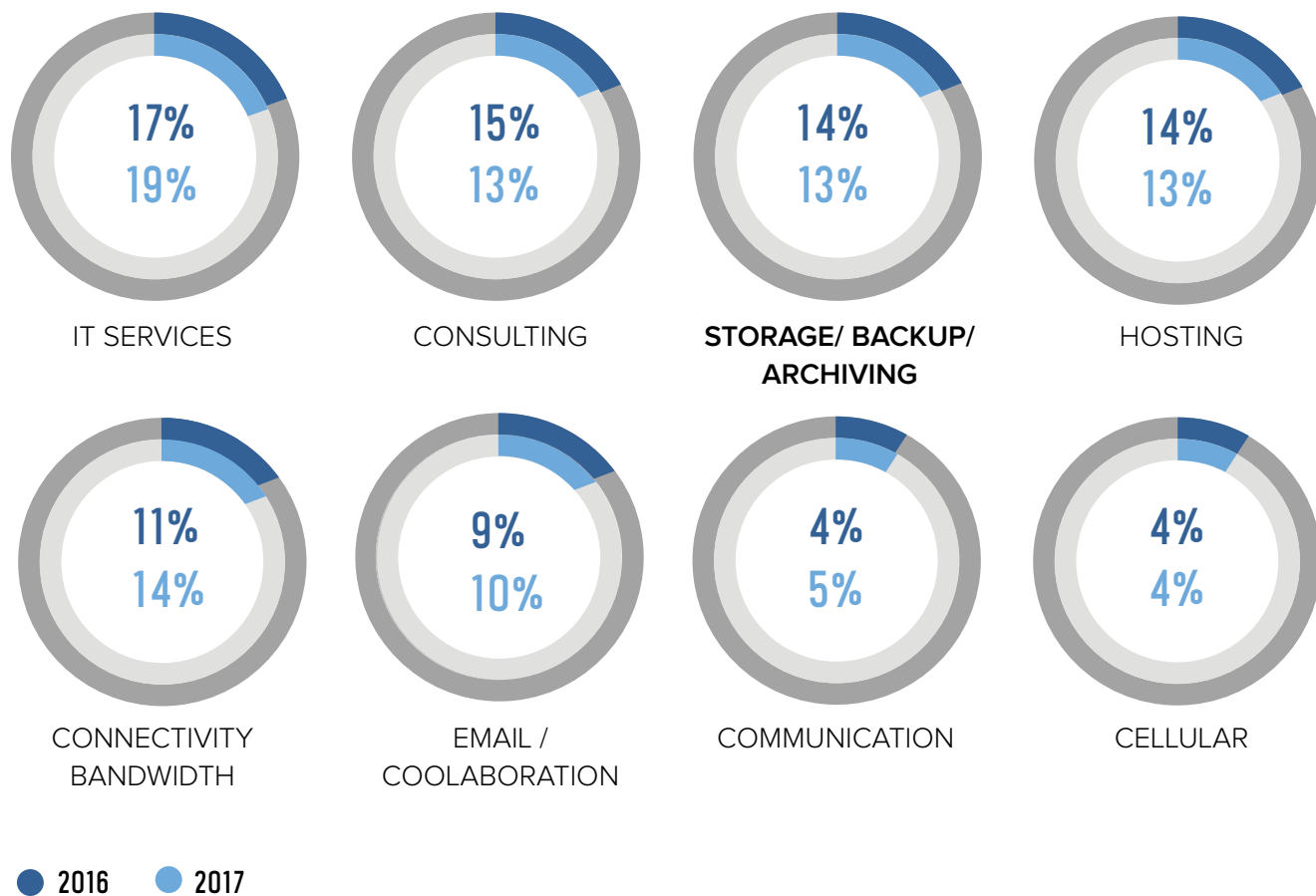


● 2016 ● 2017

Also, expenditures for online backup and recovery solutions rank in second place for all hosted/ cloud-based investments in 2017.

Top Managed Services Investments on Average by Year

Percentage of Managed Services Budget



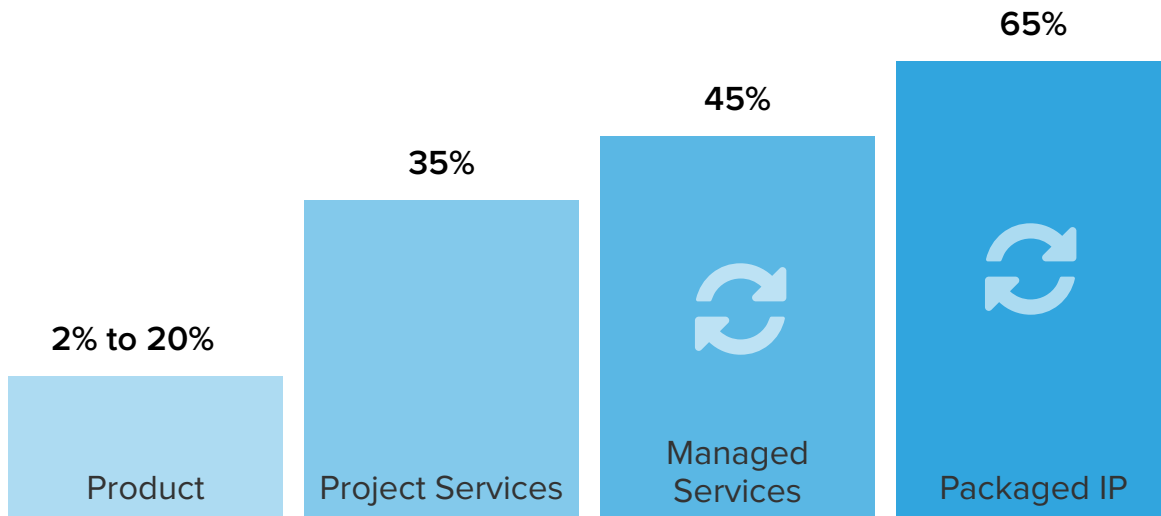
A large, jagged iceberg floats in a calm body of water under a clear blue sky. The iceberg's surface is textured with various ridges and crevasses. The water is a deep blue, and the sky is a lighter, uniform blue.

Why Online Backup is a Recipe for Success for Every MSP

THE HIERARCHY OF MARGIN

This is how you can be successful reselling cloud services:

- **Offer more managed services** and packaged IP
- **Cross-sell services** to increase revenue per client



Source: Microsoft, 2016



WITH ONLINE BACKUP, YOU'RE OFFERING STRONG DATA PROTECTION AS A MANAGED SERVICE

Efficient backup services depend on secure data storage and fast restoring. Your customers are looking for data protection services that are secure and performing. SherWeb Online Backup is built to respond to these requirements:

Our **Tier 3+ datacenters** are **SOC2 Type II-compliant** which means backups are secure.

Data in transit and at rest is **encrypted** using **HTTPS** and the **AES** algorithm with a **256-bit key**.

Backing up and restoring is fast thanks to redundant **independent 10Gbps Tier-1 ISP** connections.

SherWeb offers Online Backup with 24/7 support, migration assistance and data seeding. **This is a complete turnkey managed service offer that every MSP can take advantage of.**

ONLINE BACKUP

EASILY CROSS-SELLS AS IT COVERS DIFFERENT DATA PROTECTION NEEDS

Thanks to its flexibility, SherWeb Online Backup responds to a wider range of protection needs. This means it's easy to plug Online Backup with other products, including cloud solutions. This makes it easy to sell.

Back Up from Any Device

- Smartphones
- Tablets
- Desktops
- Laptops
- Servers

Back Up Everything

- Emails
- Files
- Databases
- Operating systems
- Applications and SaaS (MS SQL, Exchange, O365...)

Back Up Anytime to Anywhere

- Continuous or scheduled backup
- To local storage or to the cloud
- Restore as needed

SherWeb Online Backup requires a single subscription to back up everything in the organization, locally or to the cloud.

ONLINE BACKUP

FITS FOR A HYBRID BACKUP STRATEGY

Backup, disaster recovery and business continuity best practices recommend a 3-2-1 backup rule that means:

- Having at least three copies of data
- Storing the copies on two different media
- Keeping one backup copy off-site.

Cloud backup will help organizations fulfill the 3-2-1 rule by providing off-site storage with no investment. With hybrid backup, the most recent copies of data are stored on-premises while all others are stored in the cloud. **If data needs to be restored quickly, the local copy will be used.** Remote copies in the cloud will be “archived” and used to recover cold data or an entire infrastructure over the network in case of a disaster.

SherWeb Online Backup gives businesses the ability to combine local backup with cloud backup, all from a single console, which makes it a complete hybrid backup tool.

ONLINE BACKUP

GUARANTEES YOU RECURRENT INCOME

- 1. The customer is charged only for the cloud storage used.** This means every organization can back up an unlimited number of assets. There are no fees per device, per user or per license.
- 2. Once data is backed up in the cloud, the storage used is billed monthly.** This means, every month you get paid for the volume of gigabytes your customer used. The more assets the client backs up to the cloud, the more money you get.

Getting Started: Which Partnership Model Is Best for You?

When you're considering what kind of reseller program you want to enroll in, you're not shopping for a product. You're looking for a partnership. You're looking for a **way to grow, ease your operations, and increase your revenue.**

AS AN ONLINE BACKUP reseller, you need a cloud provider that will support you and your clients with a solid partnership.

SherWeb has 3 different partner programs with various benefits to better fit your business model.

	White-label Sell Online Backup under your own label.	Co-branded Use SherWeb's trusted name to sell Online Backup.	Advisor / Referral Get a monthly commission to refer your customers.
How are you paid?	Up to 43% margins, based on monthly revenues		150% one-time onboarding + 7% monthly commissions for each client you sign up
Who are you?	MSP or VAR		IT consultant, agent
How much will it cost?	It's free. No commitment. No obligation.		
How will you sell it?	100% private label	Co-branded	Referrals
Which brand does the client see?	Your brand	Your brand and SherWeb's brand	SherWeb's brand
Who supports your customer?	You	SherWeb	
Who bills the customer?	You		SherWeb
How is the price set?	Your margins, your pricing		SherWeb's retail prices

Frequently Asked Questions

Can I do a demo of Online Backup?

As a partner, you can request a demo.

Alternatively, you can send your client this link as it shows you how to activate and use the product:



Online Backup datacenters

Online Backup is currently being offered in two of SherWeb's datacenters: one in Canada and one in the US. There is currently no geo-redundancy available; all redundancy is within the same data-center.

Can a seed drive be used for the initial backup?

Yes, you can send us a seed drive with your initial backup. We charge \$500 for the service if we lend you a drive or \$100 if you use your own drive (must fit our requirements). The drive needs to be shipped to our Sherbrooke office.

Is Online Backup being charged monthly or yearly?

Billing is monthly.

How much data compression can I expect from Online Backup?

It depends on the type of data you are backing up, but you can expect up to 50% compression.

How do I manage Online Backup?

Although a local agent is installed on the device that needs backups, you manage everything from a web portal. Any device with a web browser can therefore serve as your management platform. From that web portal, you can manage tasks, see your devices, restore files and more.

Is the ransomware detecting feature available in Online Backup?

The 7.5 version now has a ransomware protection feature in the agent that stop processes that try to quickly encrypt your data

Is there a minimum price for Online Backup?

Yes, a minimum of 50GB of storage is charged. Anything above the first 50GB is billed per GB.

Is bandwidth limited for Online Backup?

No. SherWeb has multiple 10Gbps Internet connections coming into its datacenters and we do not throttle. Your own Internet connection's upload speed will most likely be the limiting factor.

Which file systems are supported by Online Backup?

Since Online Backup supports various systems, it is logic that multiple file systems be supported. Here is the list:

- FAT16/32
- NTFS
- ext2/ext3/ext4
- HFS+
- JFS
- ReiserFS3
- ReiserFS4
- ReFS
- XFS
- Linux swap

How can I use Online Backup in an environment with no GUI (Server Core)?

Online Backup can be installed in command line-only environments.

What are the different methods of recovery?

There are 3 methods of recovery:

1. Download from the web backup console: This is the slowest way to restore because the data bounces from SherWeb's storage platform, to the management website, to the client browser. This creates extra latency and reduces the download speeds. This is still a good way to restore a few specific files and folders.

2. Go through the agent: This is the fastest way to restore because the agent connects directly to SherWeb's storage platform to download the data. This still requires that you have the agent installed though, but it remains the preferred way to restore a machine or volume. You do this by using the "Recovery" option in the backup console instead of "Download".

3. Web recovery console: This will be faster than the console but still not as fast as the agent. So somewhat of an in-between, preferred over the backup console if you can't go through the agent.

Can Online Backup be used to back up Hosted Exchange?

No. You cannot install the agent on Hosted Exchange to backup the mailboxes.

You could however install the backup agent on your workstation to backup the local .OST and .PST files.

Restoring a virtual machine

If you have a compatible hypervisor (Hyper-V, VMware, etc.), it will show as a possible destination for your virtual machine backups., assuming you've installed the agent on that hypervisor.

SherWeb is currently working on offering Performance Cloud as a possible destination for that kind of restore, but the functionality is not yet available.

Can I back up my AS/400 system with Online Backup?

No, you would need to transfer the data to a supported platform.

Can I restore a single file from an image-level backup?

Yes. If you made a full backup of your server (an image-level backup), it is possible to browse it and restore single files.

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Start Offering Online Backup With SherWeb

BECOME A PARTNER

ABOUT SHERWEB

SherWeb has nearly two decades of experience simplifying the cloud for MSPs. Today, more than 5,000 partners worldwide rely on our expertise in high-volume provisioning, migration and support. SherWeb is an Indirect CSP partner in Microsoft's Cloud Solution Provider (CSP) program. This allows SherWeb to help partners go to market faster with Office 365. You own the customer relationship, control the pricing and billing and set your own margins.

Become a partner today:

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