

Small businesses are positioned for the perfect data storm: more data, at more value, with more risk. Small businesses are creating more data than ever, the value of their data is increasing, and there are more risks of losing the data.

Their need for a robust backup and disaster recovery (BDR) solution has grown in importance—and they can no longer rely on over-simplified backup solutions to protect their data and keep their businesses running. A challenge, however, is in having fewer resources to manage and protect their data. In fact, small businesses are often more at risk than their large enterprise counterparts and have distinctive challenges. They are:

- Limited financial resources
- Limited IT resources
- Limited and inadequate solutions designed for small businesses

We believe that every business, of any size, is entitled to a robust solution to back up their critical business data. With small business' limited people and financial resources, the most effective way for them to implement a BDR and business continuity solution is via a managed service provider (MSP). Here are six pain points unique to small businesses, regarding their backup and disaster recovery needs:

### 6 CRITERIA FOR SMALL BUSINESS DATA PROTECTION

#### 1. Recoverability

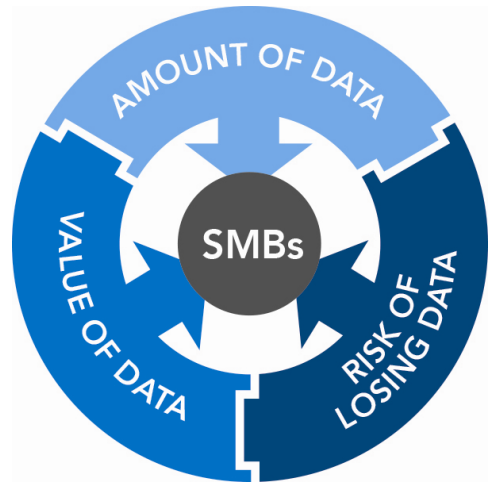
In a disaster a small business cannot afford lengthy downtime since most carry less than a month of operating cost in cash. Does the solution have instant restore capability? Does it meet both recovery time and recovery point objectives?

#### 2. Comprehensiveness

Small businesses generally do not have a dedicated IT department that can manage separate backup, recovery and business continuity solutions. Does the solution provide key functionality that is seamlessly integrated? Experts agree that a combination of on-premise and cloud-based services offer the best total protection for businesses of all sizes, especially small businesses.

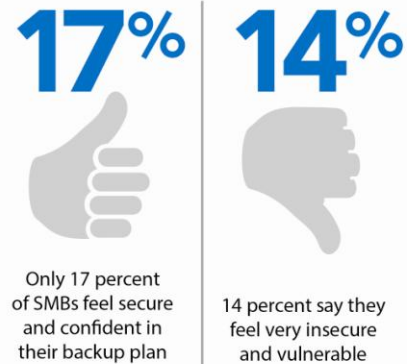
#### 3. Ease of Use

Small business owners or the IT person doesn't have time to learn or manage complexity. Is the system easy to use, deploy and manage? Is it supported by a large network of MSP's for added value?



#### 4. Performance and Reliability

A recent study shows that only 17 percent of SMBs feel secure and confident in their backup plan; while another 14 percent say they feel very insecure and vulnerable. Quicker and more frequent backups limit data loss. An ideal solution is incremental back-up, where the technology adds what you've changed or deleted, rather than backing up the entire volume of data repeatedly. Datto's Inverse Chain Technology™ is the most advanced backup technology for both performance and reliability.



#### 5. Affordability

Small businesses have often been relegated to cheap (both in price and technology) backup solutions. With limited resources it's been difficult for a small business to purchase a business continuity solution; they've been limited to a glorified backup solution at best. Is the solution cost-effective and affordable with a small business' budget in mind?

#### 6. Scalability

Small businesses grow into larger businesses. Make sure the solution not only meets your data backup needs today but can scale as your company grows.

### THE DATTO SOLUTION

Designed for small businesses, Datto ALTO is an advanced backup, disaster recovery and business continuity solution that is easy to use, cost effective, and provides an insurance policy against costly downtime and significantly decreases the likelihood of any extended interruptions in business continuity.

- The entire system is backed up seamlessly through image-based backup
- Downtime is reduced and employees can work without any special connections or software through leading edge Hybrid Virtualization™
- Backups are automatically verified daily through screenshot backup verification
- Breakthrough bare metal restore technology allows users to perform restores to dissimilar hardware
- Inverse Chain Technology™ creates an optimal backup chain from scratch and restores and virtualizes every point
- An easy to use and intuitive interface reduces time to install and maintain

#### In Conclusion

As a small business you cannot afford downtime – yet you require a business continuity solution that fits your IT infrastructure and budget requirements in a robust, yet easy to use solution.

**Call today to find out more about the new Datto ALTO solution and ensure business continuity for your small business.**

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[www.apwi.com/BusinessContinuity.html](http://www.apwi.com/BusinessContinuity.html)