

# What Every MSP Should Know About Data Protection

## Executive Summary

As a managed service provider (MSP), you face critical data protection issues today. You need to mitigate risks for your customers and your own business while providing reliable backup and recovery services, reducing costs, and outpacing your competitors. Your customers need help protecting their server and PC data, minimizing the risks of data loss, and achieving compliance with government regulations. Your best strategy is to find a partner with the expertise and experience to provide outstanding data protection services that you can quickly resell to your customers, with no additional hardware or software investment. Iron Mountain Digital is the data protection partner that MSPs rely on.

## Your Customers Need Better Data Protection

Your customers have a serious challenge: their data is out of control. Data is growing uncontrollably, making it increasingly difficult and expensive for customers to manage their storage and backups. Perhaps more alarming is the movement of data away from more easily protected centralized servers. Many companies maintain remote offices and mobile workers with laptops, exposing corporate data to accidental – and often deliberate – threats every day.

Compounding these challenges, your customers also face the hurdles of compliance with government regulations.

Your customers are looking for better data protection solutions. However, they are understandably reluctant to invest in more on-site hardware or software to achieve the data protection they need. Instead, they are making their data protection needs a requirement for their MSP to meet.

## MSPs Need Better Data Protection

Your customers trust you to manage their IT environment for them – and that includes data protection. To customers, there is little difference between data protection and the other services you already provide.

### What MSPs Want

#### Risk Reduction

"LiveVault® removes most of the risk from data protection, which makes our job easier and keeps our clients happier."

-Anne Bisagno, President,  
Xantrion (Oakland, CA)

#### Scalability

"Our growth challenge is scalability, without having to scale staff. Iron Mountain Digital's LiveVault® solution enables us to effectively service more clients with the same number of employees. We can reduce our support costs and labor-intensive activities. Iron Mountain Digital means better, faster service for our clients, as well as reduced risk and a stronger bottom line for us."

-Mike Jones, CEO and Founder,  
Evolution Technology Group (Birmingham, AL)

#### Peace of Mind

"By using LiveVault® to drive our online backup service, we have peace of mind that everything is working as it should, all the time. We win by providing a highly effective, automated solution that saves us time, effort, and worry. Our clients win by getting the best possible protection for their digital documents."

-Anton Ruighaver, Director of Operations,  
AHR Consulting/TECHLINQ (Oakland, NJ)

Indeed, data protection is an integral part of the overall IT strategy. As a result, the customer's data protection problem becomes your data protection problem. This is both a responsibility and an opportunity for you.

### MSPs Beware!

Taking on the data protection responsibilities of your customers requires careful consideration. You are essentially taking on a liability by assuming your customer's risk. You must reduce your own risks in order to handle those of your customers. You should have no illusions about this: with your customers, data protection means reputation protection.

### Security, Security, Security

With Iron Mountain, you know your data is secure. No other provider can match these security features:

- All files encrypted during transmission and throughout storage with Advanced Encryption Standard (AES).
- Data stored at Iron Mountain's own Data Center 200 feet underground, with five-ton steel gates and 24x7 armed security.
- Level 9 rating (Ultra-Reliable Data Center) by independent security consultants BRUNS-PAK.
- Redundant commercial power feeds, with redundant generators for full backup power for 7 days.
- Redundant bandwidth providers.
- On-site OSHA-certified fire brigade and EPA-certified water treatment plant.
- All data immediately replicated to a mirrored facility by high-speed links.
- Over 9 petabytes of data (9 million gigabytes) for 3 million users.
- 99.99 percent uptime for the past ten years.

Providing data protection to your customers is not optional: it is vital. Your competitors are willing to step in to provide data protection if you do not. You need to have confidence in the solution you select. The ideal solution allows you to offer data protection to your customers, mitigates your own risks, reduces your costs, and scales to satisfy the growing demand for storage.

### Factors to Consider When Choosing a Data Protection Solution

How do you find the ideal data protection solution for you and your customers? One mistake to avoid is trying to create your own data protection service from scratch: this approach carries too much risk, cost, and uncertainty. Instead, you must consider leveraging the necessary data protection expertise from a vendor you can partner with comfortably. This allows you to manage your customer relationships, while delegating the role of data protection provider to a partner you can trust.

There are six primary criteria to keep in mind when selecting a vendor for data protection solutions:

- **Security:** The most important consideration is the security of your customers' data using the solution. The service should transmit your customers' data securely, and protect it at secure off-site data centers. Data should be encrypted and stored in locations that are electronically and physically inaccessible to hackers.
- **Track Record:** The vendor should have proven expertise in information protection, and a track record of providing storage-as-a-service. You don't want to trust your customers' data — and your reputation — to a vendor who doesn't have the expertise and know-how required.

- **Technology:** The solution should include the latest technology, including continuous data protection and optional on-site appliances. This solution should operate automatically and non-intrusively, with minimal impact on customer networks. Recovering data should be simple and reliable for end-users, requiring no IT assistance.
- **Investment:** Since your goal is to reliably and quickly build a profitable data protection service, you don't want to have to build, buy, or install more hardware and software. In fact, the data protection solution that you select should seamlessly integrate into your existing IT infrastructure.
- **Time to Profitability:** Evaluate how much time it will take to implement the data protection solution, when you can start protecting your customers' data and building a recurring revenue stream. You want a data protection solution that shows a rapid payback on any investments that you make in training and marketing activities.
- **Partnership:** The vendor should be a partner with a substantial and flexible program to support your business, reward you with attractive margins, allow you to co-brand the service as your own, and give you the tools and support to succeed.

### Iron Mountain Digital's Data Protection Portfolio

Iron Mountain Digital offers data protection solutions to satisfy your needs — and those of your customers:

- LiveVault® is an award-winning solution for protecting servers. Combining proven disk and online technologies, LiveVault simplifies protection with reliable, continuous, and automatic backup and quick recovery.
- Connected® Backup for PC eliminates the risk of PC data loss, by automatically backing up both desktop and laptop computers. The patented technologies of Connected Backup for PC safeguard an organization's most vulnerable data.
- DataDefense™ allows organizations to destroy all data on lost or stolen laptops, preventing data compromise or misuse, even when the laptop is offline.

These unparalleled solutions require no upfront investment in hardware or software.

Today, more than 5,000 corporate customers rely on Iron Mountain to protect more than 16,000 servers and over 9 billion GB of data. This experience, technology, and security are available for you to offer to your customers.

### Iron Mountain Digital: Meeting the Needs of the MSP Market

Iron Mountain Digital has been working with MSPs since 1999 to offer their customers secure and easy-to-use data protection solutions. These solutions offer MSPs and their customers:

- **Highest Levels of Security:** Using Iron Mountain Digital's PC and server backup services, your customers' data is encrypted and then stored at ultra-secure, company-owned, underground Data Centers with the highest security ratings possible. In the US, all data is mirrored to a second underground data center, providing over 99.999% data availability. You rest assured while your customers' data is protected.

- **Proven Track Record:** Iron Mountain has been protecting customers' information since 1951, and today over 97% of the Fortune 1000 trust Iron Mountain to protect and manage their information. Iron Mountain Digital introduced the Connected Backup for PC service in 1997 and the LiveVault Server Backup service in 2001.
- **Leading Edge Technology:** As a pioneer in the online backup market (and the first company to introduce continuous data protection for servers), Iron Mountain Digital continues to make significant investments in technology, infrastructure, and service personnel. You can now build a service revenue stream based upon proven and patented technology.
- **No Upfront Investment:** With the Iron Mountain Digital data protection services, you leverage our investment in software, hardware, infrastructure, and personnel. With no investment in hardware or software on your part, your ROI will be fast.
- **Fast Time to Profitability:** With no hardware or software to install, you can quickly build a recurring revenue stream with Iron Mountain Digital's LiveVault and Connected services.
- **Partnership to Help You Build Your Business:** Iron Mountain Digital supports its MSP partners with training, sales and marketing resources, and top-notch technical support, in a way that matches your customer management preferences. Our margin model rewards partners with lower costs as the volume of customer data protected grows.

If you're ready to join over 350 partners worldwide and accelerate your business, complete the online Partner Inquiry form at [www.ironmountain.com/partners/signup.asp](http://www.ironmountain.com/partners/signup.asp). An Iron Mountain Digital Channel Manager will contact you to discuss your path to business growth.

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