Advantages of SaaS-based Data Protection for MSPs

Implementing a SaaS model enables MSPs to respond to customer needs quickly and drive enhanced value

The challenge

As digital transformation accelerates, managed service providers (MSPs) must innovate quickly to provide efficient and optimized services to their customers. It's more challenging than ever to design a framework that's sustainable, offers ease of adoption, and is cost-effective for customers.

While MSPs must evolve to keep up with changes in technology adoption, their day-to-day work remains the same. The MSP teams must continue to manage multiple tools, integrations, people, and processes, while determining root causes for critical issues and outage scenarios in infrastructure and applications. Over the last decade, the infrastructure and application spaces have seen sweeping changes in the way they're hosted, deployed, and maintained as public, private, and hybrid-cloud models have taken shape.

Factors driving the shift to cloud

	Already driving change	Will drive change within 24 hours	Not applicable
Customer experience expectations	54%	41%	5%
Sophistication of cybersecurity	47%	46%	8%
Change in customer procurement	46%	50%	5%
Outside economic forces	45%	47%	8%
Industry shift to cloud computing	44%	51%	5%
Commoditization of managed services	44%	46%	11%
Demand for business consulting	44%	46%	10%
PSA/RMM software	35%	51%	14%
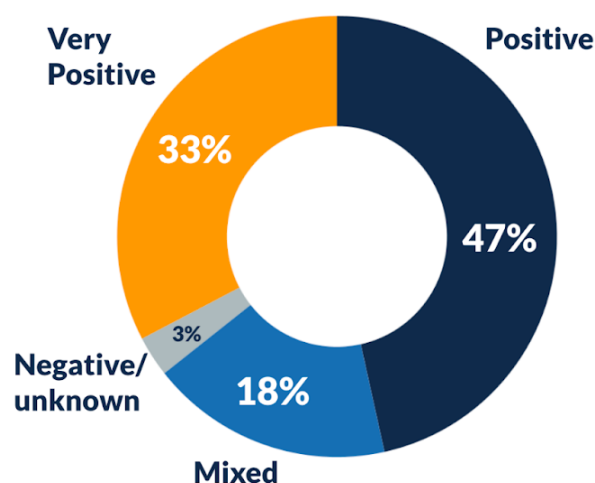
Channel Insider, "MSPs Embrace Premium Services as They Manage Customer Experiences," August 2022.

Why cloud and why now?

Cloud technologies enable enterprises to bring new innovations to their applications without having to think about physical infrastructure requirements.. The new normal is simply deploying applications in the cloud for enhanced scaling. This ease of deployment guarantees the 24x7 availability of business services while advancing overall cloud adoption. In order to keep up with the industry changes, MSPs need to expand into becoming cloud service providers — transitioning their existing infrastructure and applications management services to Software-as-a-Service (SaaS) offerings.

Druva for MSPs

The Druva Data Resiliency Cloud delivers the power of 100% SaaS-based data protection to enhance MSPs' services without the need for heavy infrastructure or high operational costs. This also allows MSPs to train their staff on the niche domains where services can be extended and build new value-add service offerings, business opportunities, and revenue streams. The ability to provision in minutes allows MSPs to respond faster to customer needs and changing business conditions.

Key features

- **Simple licensing model** — In the pre-SaaS past, MSPs needed to procure and maintain multiple on-premises software licenses to implement a solution that included operating systems, databases, and product-related licenses. This outdated model created overhead for continuous maintenance, required annual license renewals, and forced MSPs to procure additional licensing as hardware is introduced to the ecosystem. Druva provides consumption-based invoicing where you pay for active usage vs. licensed. Interchangeable SKUs are part of the model with no upfront product commitment.

- **Modern and scalable** — The Druva Data Resiliency Cloud is highly scalable — a sharp contrast to dedicated legacy models requiring the procurement of new hardware as infrastructure and applications that scale horizontally. Upgrades and platform maintenance occur frequently in Druva while ongoing enhancements to the platform occur to minimize the impact on their customers' businesses.

- **Accessibility** — Druva is hosted on Amazon Web Services (AWS) at enterprise scale. This ensures MSPs and their end customers can access the platform anytime and anywhere. SaaS applications can be accessed from laptops, mobile devices, and tablets without limitations.

- **Ease of integration** — Druva enables MSPs to establish simple business-to-business and business-to-consumer integrations over the internet and provides an integrated framework for ease of use. Instant provisioning is guided by a master customer agreement with no manual approvals or steps needed.

- **Auto updates** — Druva pushes weekly updates to ensure the feature requests from end customers are fast-tracked and made available for usage with a minimal or no change-management process needed.

- **Secured environment** — Delivering and consuming SaaS requires implementing the highest security guidelines. Druva is certified for or compliant with important regulations and frameworks such as SOC 2 Type II, HIPAA, FIPS 140-2, and FedRAMP ATO, among other audits and attestations.

- **Backup and recovery** — Druva stores customer data in the cloud for a predefined period of time and offers extensive APIs to access the data in push or pull channels. Data retention and recovery are provided without the hassle of maintaining the storage. MSPs leverage these services and provide operational reports to their end customers on a scheduled notification channel, such as an email on the first of every month.